MARCH 12, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5 PUTNAM DR
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PUBLIC LIBRARY
MAR 12 1951
DETROIT

ISSUE:

arch Shows Costs Less
Page 23

Gets Plan FCC'
Page 23

Firms Set Schedules
Page 24

Against Looms
Page 25

ASTING
on Page 53

20TH
Newsweekly Radio and Television.
year

Annually
weekly

well, we've tried–*haven't we?*

HERE'S AN ODD thought regarding an odd station.

For more than 28 years, WOR has been saddling sound over the manifold activities of the world's greatest market, as well as the singly most profitable and complex *group of markets* ever dished up by any one station.

This would seem like precisely the sort of job A FEW STATIONS were invented for. Or maybe six papers and four or five national magazines.

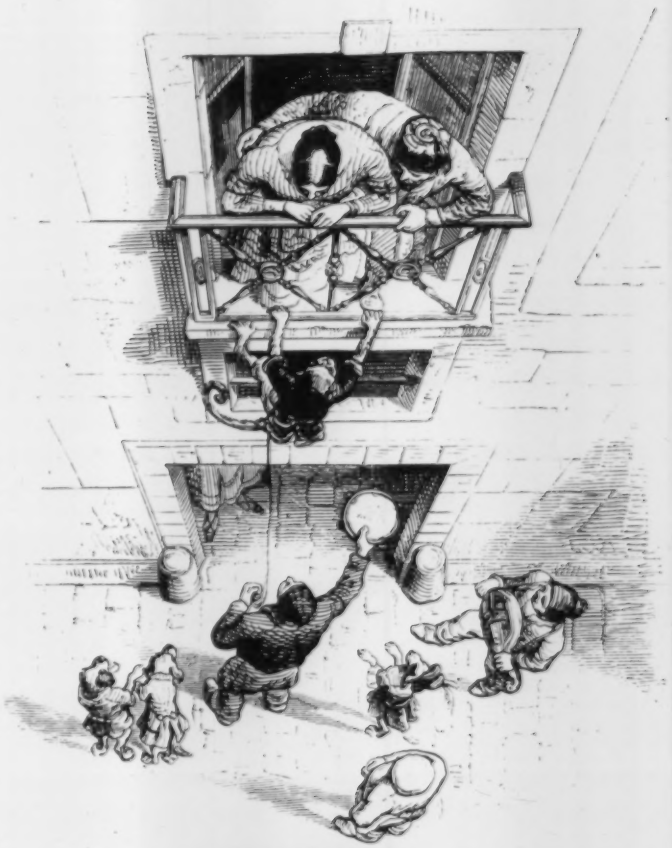
Yet no such statement has ever appeared in a WOR advertisement.

Apparently one station that yearly pads the pocketbooks of more national radio advertisers than any other station in America does not talk as much about itself as, let's say, other people talk about it.

Apparently one station that covers a territory only slightly larger than maybe Bhutan, in India, doesn't let everybody know that it delivers a 20th Century-brand Utopia where more things are bought at retail every year than the total things bought at retail in the combined cities of Chicago, Los Angeles, Boston, Cleveland, Washington, St. Louis, Baltimore, San Francisco, Pittsburgh, Milwaukee, Minneapolis, Kansas City, Buffalo, Cincinnati, Seattle, Portland.

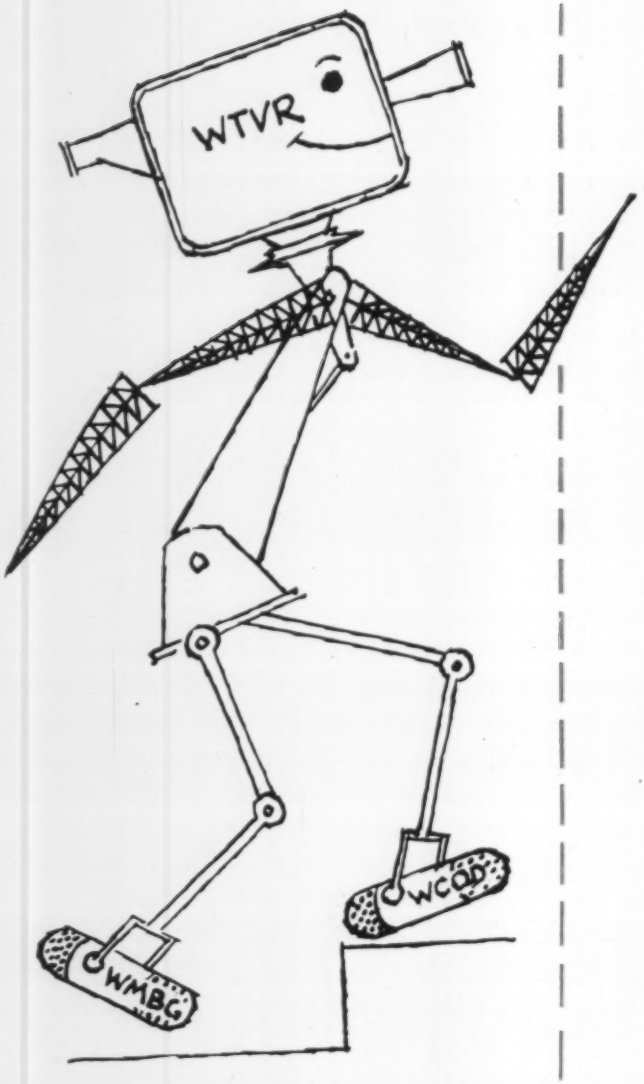
Why don't we tell people about it?

Well, we've tried–haven't we?



The address is **WOR**

– that power-full station at 1440 Broadway, in New York



FIRST STEP TO SALES IN RICHMOND

Like the child that takes the first step
and discovers it can walk,
your first step in Richmond
to discover the sales power of radio
and television is to use
the Havens and Martin stations.

These pioneer NBC-programmed facilities
have established an enviable history
of listener loyalty in Virginia's first market.
An advertising message on WMBG, WCOD, WTVR
will give you maximum exploitation
of your potential sales power
in this high-effective-buying income area.

Your nearest Blair man
is anxious to tell you more.

Havens & Martin Stations are only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

Take the Local

In Albany—Troy—Schenectady:

WTRY has 11 of the top 15 *local* shows.*

*Two of these shows have higher ratings than competition's best daytime network shows.**

They take second place to only 5 programs (all network) in Station B's entire schedule.*

*WTRY's local news programs average higher ratings than all others, networks' included.**

Morning, afternoon, and evening, WTRY has the highest average ratings, the lowest cost per thousand homes.*

Ask Headley—Reed

** Fall—Winter Hooperatings Oct. 1950 thru Jan. 1951.*

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Closed Circuit

TWO long-wave million-watt stations—highest powered in world—are being installed for Voice of America in speedup of radio-ring project. Originally initiated as three-year program, "radio-ring" now will be compressed into one year. Locations remain classified until completion of installations. Biggest concentration of long-wavers now is at Tangiers, totaling 650,000 w in four units. New "one megawatt" outlets will have unprecedented coverage ranges.

GARTH MONTGOMERY, radio and TV director, of Kenyon & Eckhardt, New York, slated to be vice president in charge of radio and television, succeeding William A. Chalmers, who resigns this week. Werner Michael, producer of *Ford Theatre*, promoted to associate radio and television director of agency.

CHASE & SANBORN Instant Coffee, through Compton Adv., New York, preparing radio spot campaign in about 30 markets, daytime, starting varied dates during April. Several TV markets will be used.

WITH balloting to end at midnight today (Monday), Hugh B. Terry, KLZ Denver, and John Esau, KTUL Tulsa have been running neck-and-neck in NAB runoff election for medium-station director-at-large though the former was starting to forge ahead at weekend by around 20 votes.

ONLY two nominees named thus far in NAB District 8 (Ind., Mich.) for successor to directorship vacated by George J. Higgins, now at KMBC Kansas City. They are Milton L. Greenebaum, WSAM Saginaw, Mich., and R. M. Fairbanks, WIBC Indianapolis. Nominations close March 13.

SERVEL Inc., Evansville, Ind., (gas refrigerators), through BBDO, N. Y., preparing one-minute day and night spot announcement campaign on about 30 stations in 18 markets effective April 2. Contract for 13 weeks.

NOW UNDER consideration is plan whereby every Army outfit to go into field would have equipment and personnel especially trained for production of "home-town area" TV shows, following last war radio pattern. Camera crews and interview personnel would handle such assignments for local TV station rendition.

SELF-SURVEY conducted by NAB among members and non-members brought forth generally favorable response but few helpful suggestions on service. Main conclusion: People usually cast favorable votes on referenda and questionnaires.

IT LOOKS LIKE after Easter holidays before Senate Foreign Relations Committee will consider ratification of NARBA treaty on reallocation of broadcast facilities among North American nations. (Mexico and Haiti excluded.) Chances are sub-committee will not be named until next month.

SPREADING tentacles of Senate committee probing RFC "influence" situation may reach into FCC as Sen. Capehart (R-Ind.) directs

(Continued on page 90)

Upcoming

March 13: NARTB-RTMA-FM Industry Committee Joint Meeting, Washington, D. C.
March 13: NBC Affiliates Regional Meeting, Shamrock Hotel, Houston.
March 15: Excise Tax Hearings on Radio-TV, House Ways & Means Committee, Room 1102 New House Office Bldg., Washington.
March 19-22: IRE National Convention, Waldorf Astoria, New York.
March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.

(Complete list of Upcomings on page 38)

Bulletins

LEVER BROS. (new Chlorogene toothpaste) through J. Walter Thompson Co., New York, planning spring spot announcement campaign starting in mid-March.

GENERAL FOODS, New York, (Jello dessert), starting spot announcement drive on dozen stations in four eastern markets effective April 1. Young & Rubicam, New York, is agency.

FCC ANSWERS 'BROADCASTING' EDITORIAL

FCC Acting Chairman Paul A. Walker has challenged portion of BROADCASTING • TELECASTING's March 5 editorial on McFarland Bill (S. 658), it was learned late Friday. His comments are contained in letter to be submitted to Sen. Ed C. Johnson (D-Col.), chairman of Senate Commerce Committee, who inserted editorial in *Congressional Record* last week (early story page 30).

Comr. Walker reportedly attacked part of editorial which pointed out that House Commerce Committee's hearing on McFarland measure and other radio-communications legislation, at which Commissioner testified, "was held behind closed doors—at the FCC's behest." Hearing was held Feb. 19 [BROADCASTING •

(Continued on page 90)

Business Briefly

KRUEGER BUDGET ● G. Krueger Brewing Co., Newark, through Charles Dallas Reach Inc., Newark, planning $1,350,000 campaign for its beer and ale. Media plans not definite although spot radio, currently being used on 8 New England stations and in New York area, probably will be extended. Brewery also considering TV.

AGENCY NAMED ● Marshall Field & Co., Chicago, Retail Division, names Calkins & Holden, Carlock, McClinton & Smith, same city, to handle its advertising. Radio and television used.

SOUP PROJECT ● Habitant Soup Co. looking over availabilities for possible spot announcement radio campaign. Agency, Chambers & Wiswell, Boston.

BAB NAMES COMMITTEES; DIGNAM JOINS STAFF

APPOINTMENT of committees of BAB board of directors and addition of William B. Dignam to BAB staff announced Friday. Mr. Dignam, of Alfred Politz Research Corp., where he was account executive and administrative assistant to Mr. Politz, will be assistant to BAB President William B. Ryan until staffing of New York BAB headquarters is complete. It is contemplated he will then be assigned to promotion duties in view of extensive background in that field.

BAB Board Chairman Edgar Kobak announced committee appointments as follows:

EXECUTIVE COMMITTEE—Mr. Kobak, chairman; William B. Quarton, WMT Cedar Rapids; Robert T. Swezey, WDSU New Orleans; Lewis H. Avery, Avery-Knodel Inc., and network representative to be designated.

FINANCE COMMITTEE—Charles C. Caley, WMBD Peoria, chairman; Hugh Terry, KLZ Denver; Martin B. Campbell, WFAA Dallas, and Walter Evans, Westinghouse Radio Stations.

RESEARCH-PROMOTION—Eugene Katz, Katz Agency, and Paul Kesten, consultant, co-chairmen; John F. Patt, G. A. Richards stations; Simon Goldman, WJTN Jamestown, N. Y., and network representative to be designated.

MEMBERSHIP COMMITTEE—Allen Woodall, WDAK Columbus, Ga., chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; William Beaton, KWKW Pasadena; Harry R. Spence, KXRO Aberdeen, Wash., and H. Preston Peters, Free & Peters.

FCC Preparing To Unfreeze TV Bands

COMPLETE new allocation of present television band (VHF) and immediate unfreezing of upper band (UHF) drafted at FCC and slated for final vote this week, possibly today (Monday).

Finishing touches put on final draft late Friday and document given to top Commission staff and Commissioners for weekend study.

Proposed action described as most important step taken by Commission since TV band was frozen in September 1949. It conceivably could set in motion enormous construction and manufacturing projects, permitting TV industry to realize vast potentialities and bringing service to many millions now deprived of TV or having limited reception.

Commercial television also might enter period of widespread growth if unfreezing takes place and equipment is available for transmitter and receiver production.

FCC action would follow many months of hearings and exhibits, all of which are said to have been studied carefully.

Unfreezing would increase number of TV channels from 12 to 83, it is believed. It is doubted if any of the existing 107 TV stations would be forced upstairs into the UHF band.

Reallocations of VHF band said to avoid major dislocations by confining channel shifts within each half of present band. That is, stations between Channels 2 and 6 might be moved around, but not transferred to Channels 7-11, and vice-versa. This would avoid changing tower height materially.

Immediate building of VHF stations in Alaska and Hawaiians would be possible since there is no interference problem.

Possibility arose that Commission might grant VHF permits to build TV stations in cities where no exceptions were filed, or where

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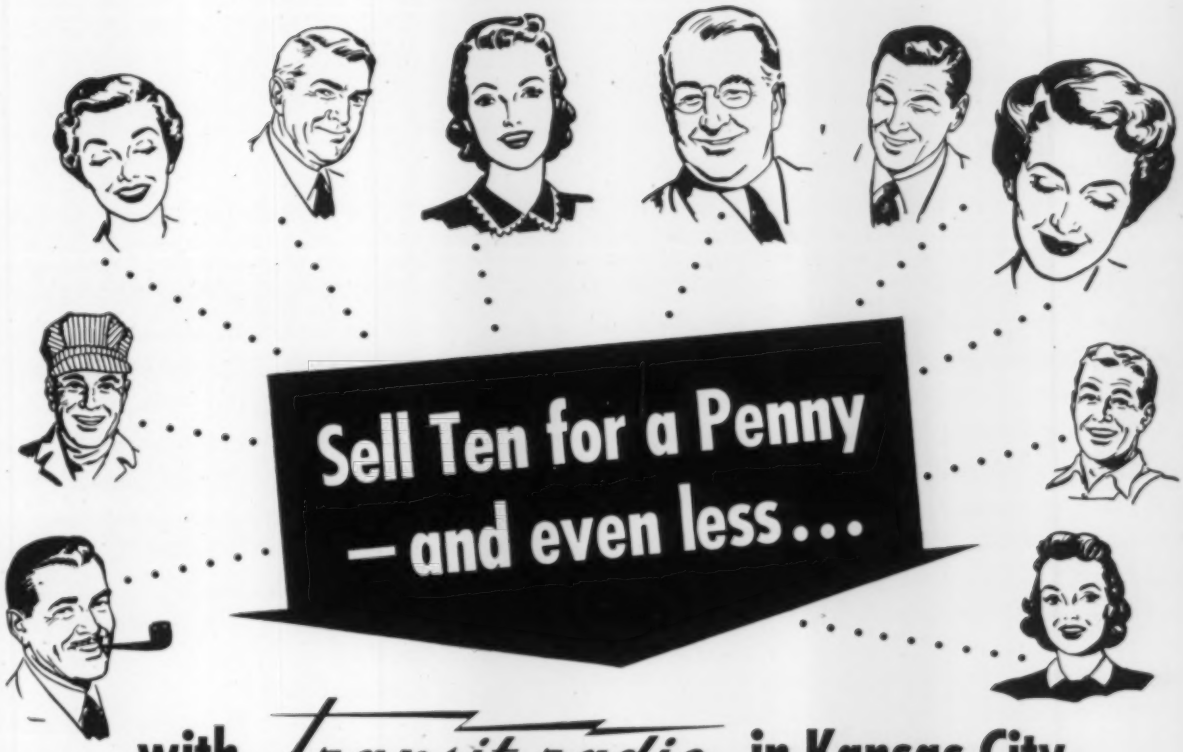

Sell Ten for a Penny — and even less...

with *transit radio* in Kansas City

Yes, at only 75 cents to $1 per thousand, Transit Radio in Kansas City delivers a guaranteed audience — based on audited count of bus and streetcar riders. They're on their way to buy — and you can "call your spots" by timing your messages to reach the most housewives or workers . . . men or women. No longer can Transit Radio be considered too new a medium to be included in any budget. Transit Radio and only Transit Radio gives you coverage of Greater Kansas City — without waste. *It has been proved* . . . and it offers new economy for limited budgets . . . new flexibility for special promotions . . . new opportunity for test campaigns. Contact KCMO-FM or our representative for detailed information on rates and time.

Transit Radio
SUCCESS STORY

A new pocket-size magazine* was introduced solely by Transit Radio in Kansas City, on June 6, 1950. In only 9 weeks, sales were 24 per cent higher than a rival publication, advertised in another medium during the preceding 6 months. And though a bi-weekly, it outsold its weekly competition during the 9-week period.

*Name on request

Source: South-West News Company

KCMO-FM

Broadcasting transit radio

Kansas City 6, Missouri • 94.9 Megacycles

Contact: H-R Representatives, Inc., New York, Chicago, San Francisco

THE ONLY **FM** STATION NOW OPERATING IN GREATER KANSAS CITY

GOING UP

MELODY BALLROOM

4:00 to 6:00 P.M., Monday through Friday has just about TRIPLED *its October ARB Rating in the December-January ARB Report.*

Another WFBR home-grown show is bursting into bloom! "Melody Ballroom," featuring the young, amazingly glib and quietly mad disc jockey, Bob Landers—is well on its way in the tradition of WFBR-built sensations like "Club 1300," "Morning in Maryland," "It's Fun to Cook," "Nelson Baker Show" and others.

"Melody Ballroom" is getting to be *the* late afternoon show of Baltimore, using the classic pattern of music for housewives and teenagers.

This show is ripe for plucking by sponsors who are looking for a profitable participation show.

If you twist the arm of the nearest John Blair man, he'll tell you all about availabilities.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775 James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

We are in a state of Emergency.
We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

How to pay for tanks and guns — and still hold the line on Inflation

No American begrudges one dollar *necessary* for defense, but nobody wants to spend a single cent unnecessarily.

Congress has the responsibility of reducing non-defense spending as much as possible. What is left will still be a big enough burden for all of us.

There are two ways to pay for defense while holding the line against Inflation.

The first way, which President Truman has endorsed, is to go on a "pay-as-you-go" basis. Under this plan the Government takes more from everybody in taxes to balance *its* income with its spending. Every individual then has less to spend. This stops some of the demand for scarce civilian goods and this in turn helps make what is available go around.

To make "pay-as-you-go" work, and to keep the Federal debt from going higher, all individuals and businesses will face higher Federal income taxes as well as other taxes which both add to the Government's income and discourage individual spending. This calls for tough decisions and sacrifices.

The second and less desirable way is for the Government to pay for part of its spending by borrowing. The least inflationary way to borrow is from the people, by selling bonds to individuals or to investing institutions. By this method people save, instead of spending for scarce goods, and this helps reduce the demand for these goods. Borrowing, however, means increased taxes now as well as later to pay this debt.

5 more things that must be done to check Inflation—even with price controls

1. **Increase production** To meet defense needs and provide civilian necessities.
2. **Maintain credit curbs:** To reduce the competition for civilian goods.
3. **Increase personal savings:** To provide investment money for greater production and cut demand for goods.
4. **Buy only for real needs:** Overbuying only increases shortages, and adds to the inflationary pressures.
5. **Cut non-military expenditures:** To provide money for vital military needs and to hold down tax increases and borrowing.

These things won't be easy for any of us to do. We must also forego increased wages and profits unless they result from increased production. But everybody will agree it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

★ ★ ★ ★

This message is brought to you by the life insurance companies and their agents who believe that keeping America strong is the job of each and every one of us.

You can help check Inflation by doing your part and by letting your representatives in Government know that *you* support every action they take to stop Inflation—the Sixth Column Enemy.

Institute of Life Insurance

488 Madison Avenue, New York 22, N. Y.

★ ★ ★ ★

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

***TWO TOP CBS STATIONS**
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

A. W. FARGO, assistant to president and account executive, and **JAMES R. ROBERTS**, account executive Charles W. Hoyt, N. Y., elected to board of directors of agency.

ARTHUR E. TRASK, Ruthrauff & Ryan Inc., Chicago, to Dan B. Miner Co., L. A., as assistant to **HILLY SANDERS**, vice president in charge of radio-TV.

MARK FINLEY, public relations director Don Lee Broadcasting System, to Adolphe Wenland & Assoc., L. A., as head, radio and TV department. He continues as TV film consultant with TV Ads Inc., L. A.

NELSON FUQUA, head copywriter Henri, Hurst & McDonald, Chicago, to Olian Adv., same city, as vice president and copy director.

BERT S. PRESBA, treasurer and co-founder of Presba, Fellers & Presba Inc., Chicago, retires after 50 years in advertising business. He will continue to act in advisory capacity for firm.

LLOYD B. MEYERS, vice president and general manager San Francisco office Holst & Cummings Ltd., becomes partner in firm, which will change name to Holst & Cummings & Meyers Ltd.

on all accounts

IN THE agency business, as in the medical profession, there is the busy specialist with offices on Fifth Ave., and the country doctor with a small but satisfying practice in the hinterlands.

Roscoe Westbrooke Segar, owner-manager of the Portland, Ore., advertising agency bearing his name, likens his firm to the latter analogy. He says "there will always be the 'country doctor' who cures the measles, or who becomes a specialist on the spot if the leg has to come off. My organization is choosy . . . but like small agencies and one-man agencies, we are the 'country doctor' in a great profession that needs us."

First contact with a country doctor for Mr. Segar came when the future advertising executive arrived howling in a raging Eugene, Ore., snowstorm. That "Stormy Weather" theme made it a bit uncomfortable for his mother and also for the attending family physician.

After a relatively peaceful boyhood in Oregon, he moved east with his family, finally locating in Rockford, Ill. Near the end of his high school career, his finances and educational opportunities were clouded and it was time for the young man to look to the immediate future.

While in school, Mr. Segar put his after-hour energies to work at a local opera house, writing ad copy. This stint grew, when an agent for an automobile firm asked him to write an advertising series and another friend requested copy to help pull a faltering business out of the red.

These two accounts were the nuclei of Roscoe Segar's one-man agency. From then on it was a matter of obtaining office space and slowly building accounts. The agency, established in 1911, has operated continuously, serving nationally from Rockford and Portland, Ore. His modus operandi has been the servicing of a number of stable but challenging accounts, bypassing the spectacular and often transient accounts which could have forced sudden staff expansion and counterpart contraction.

ROSCOE

In the early days, his "in" at the Grand Opera House, an old and famous theatre managed by Harry E. Grampp, well-known Rockford figure, introduced him to "advertising and publicity by an expert." Movies, he says, were run on

(Continued on page 20)

beat

JESS TEAGUE, account executive and merchandising consultant on food and drug package products Henri, Hurst & McDonald, Chicago, named vice president of firm.

HARRY P. HUNT and **A. ORRIE CARSON** have formed advertising and public relations agency, Hunt & Carson, at 333 N. Michigan Ave., Chicago, telephone State 2-7444. Mr. Hunt was news editor *Chicago Journal of Commerce*, and has worked on several Chicago papers. Mr. Carson has operated Iowa radio stations and is former publisher of the Chicago Northside Newspapers.

MORGAN RYAN, program director ABC, to Kiesewetter Assoc., N. Y., in executive capacity.

DANIEL P. POTTER, executive NBC network sales department, to Benton & Bowles, N. Y., as media director of Procter & Gamble accounts (Tide, Prell, Ivory Snow).

WILHELM-LAUGHLIN-WILSON & Assoc., Dallas, changes name to **LAUGHLIN-WILSON-BAXTER & PERSONS Adv.** There will be no change in address or personnel.

CARL MATSON, production manager Botsford, Constantine & Gardner, S. F., to production department of Brisacher, Wheeler & Staff, same city.

ROBERT G. WILDER, public relations staff Lewis & Gilman, Phila., appointed chairman of meetings and events committee for 1951 Red Cross Fund Drive.

DON ARVOLD, account executive BBDO, L. A., to Warwick & Legler Inc., same city, as research and marketing director. **EDWARD L. KOENIG** replaces him at BBDO. **LOCKE W. TURNER**, production staff BBDO, named assistant account executive.

HENINF & Co. Inc., Phila., has moved to new offices at 15th & Locust Sts.

RICHARD J. LITTLE, city editor San Francisco office Associated Press, to McCann-Erickson Inc., same city.

RICHARD TRACY, assistant account executive and media director Russell, Harris & Wood, S. F., named account executive. **MILDRED WRENN**, copy department, succeeds Mr. Tracy as media director. **PATT KIRBY** replaces Miss Wrenn in agency's copy department.

JOY FRIZZE, KCBS San Francisco, to Buchanan & Co., S. F., as assistant to production manager.

(Continued on page 10)

GETTING TOGETHER before a broadcast of *Mr. and Mrs. Blandings* on NBC are (l to r): Wick Crider, BBDO vice president in charge of new program development; John K. West, vice president, NBC Western Division; R. E. Montgomery, general sales manager, Trans World Airlines Western Division, program sponsor; George Whitney, general manager, KFI Los Angeles (NBC affiliate). Cary Grant and Betsy Drake are starred in the series.

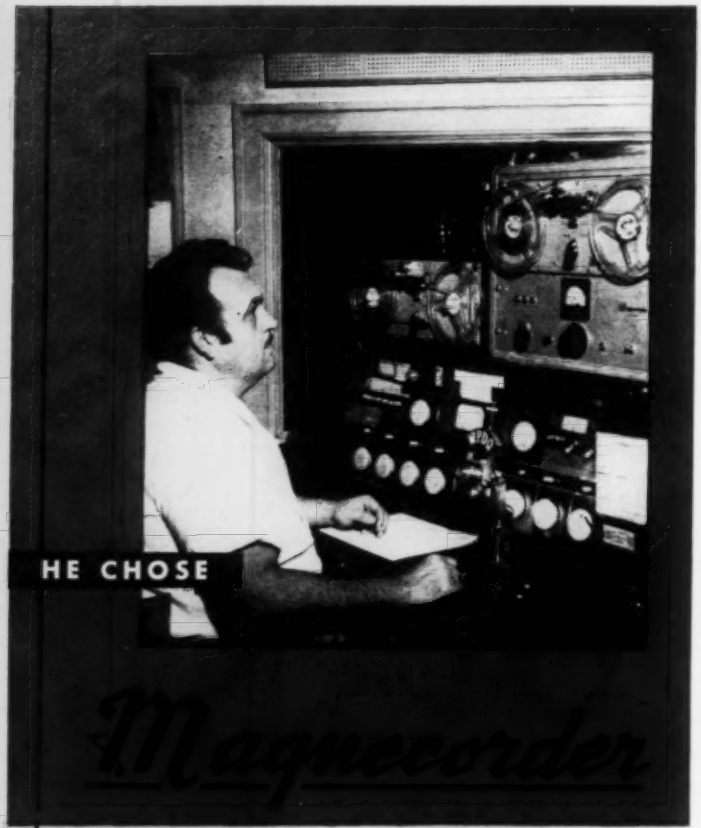
Into their homes (and into their hearts) for over 20 years!

Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods . . . these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sal's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

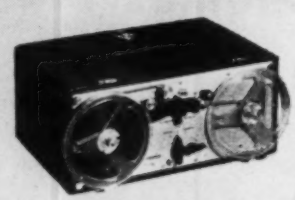
Sally Work 1:30-2 P.M. Mon. thru Fri.

WBEN

NBC BASIC — BUFFALO



THE FIRST CHOICE OF RADIO ENGINEERS

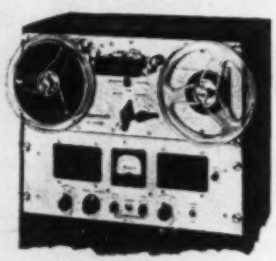


FLEXIBILITY

In rack or console, or in its really portable cases, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3¾", 7½", 15") if preferred.

FIDELITY

Lifelike tone quality, low distortion meet N.A.B. standards — and at a moderate price! PT63 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.



FEATURES

PT7 accommodates 10½" reels and offers 3 heads, positive timing and push-button control. PT7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecord line — PT6, PT63 and PT7.

WRITE FOR NEW CATALOG

Magnecord, Inc., Dept. B-3
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Magnecord Equipment.

Name.....

Address.....

City.....Zone.....State.....

Magnecord, INC.
360 NORTH MICHIGAN AVE
CHICAGO 1, ILLINOIS

ATOM BOMB DEFENSE

Preparedness Programs Increasing

HOW THE PUBLIC can best protect life and property in case of attack is the theme of more and more programs on radio and television stations across the country.

The programs spell out in A-B-C fashion simple instructions on how to act to minimize danger and reduce ruination.

Dr. Richard H. Gerstell, one of the world's foremost experts on atomic energy and its effects, is scheduled to be heard in a special broadcast, *How To Survive The Atomic Bomb*, over WOR New York Friday, March 16. Dr. Gerstell is to be introduced by Millard Caldwell, head of the Federal Civil Defense Administration.

WWDC Washington, D. C., last Saturday began a radio series on various aspects of preparedness. The series is being presented in cooperation with the District of Columbia Office of Civil Defense.

Also in the nation's capital, WTTG (TV) last Wednesday started a special series of telecasts designed from the viewers standpoint to acquaint the public with necessary instructions. A feature of the show is first aid information given by the American Red Cross.

The first few programs will stress the organizational setup of the city's civilian defense unit in order that televiewers will be familiar with the role played by each unit.

WTAG-AM-FM Worcester, Mass., is currently presenting a series entitled *Blueprint For Defense*. The programs are written by John Donaldson, newspaperman, whose successful newspaper articles gave rise to the idea for the radio series.

WEBC Duluth, Minn., last month transcribed the sound track of a government film dealing with civilian safety in the event of an atomic attack. Local civil defense headquarters arranged for all nearby stations to carry the program simultaneously on a special network hookup. Also taking the program were KDAL and WREX, both of Duluth, and WDSM Superior, Wis.

WAAM (TV) Baltimore March 3 presented an atomic defense program, explaining the peacetime uses and lethal aspects of the bomb. Highlight of the show, *Your Atomic Future*, was the first public demonstration in the area of an atomic bomb model.

WRNL Presentation

WRNL Richmond, Va., Feb. 28 presented the city's first official forum on defense measures against atomic attack.

WGAY Silver Spring, Md., early last month carried a documentary program designed to spotlight public unpreparedness. The program was entitled *The A-Bomb and You*.

WIP Philadelphia March 2 completed a four-program series featuring Dr. Gerstell on How to Survive Atomic Bombs. The series was presented following overwhelming success of a December broadcast which warranted repeating within two days [BROADCASTING • TELECASTING, Jan. 8].

WCFM (FM) Washington, D. C., on Jean Putnam's weekly program, *Capital Events*, featured Dr. Gerstell in *You Can Survive an Atomic Attack* last October.

Agency Beat

(Continued from page 9)

HARRY GARO, art department Ruthrauff & Ryan, Chicago, and Sara Mooshagian announce their marriage.

KENDALL J. MAU, assistant director of promotion *Los Angeles Daily News*, to Ross Roy Inc., L. A., as West Coast publicity director.

J. A. RICHARDS, sales promotion and advertising manager Executone Communications Systems Inc., N. Y., appointed account executive in New York office Joseph Katz Co. He will work in electronic, industrial and business machine fields.

RONALD J. KAHN appointed director of public relations Dorrance-Waddell Inc., N. Y. Was president McLaren, Parkin, Kahn Inc., N. Y.

DEXTER HALL, president Hoot Adv. Agency Inc., N. Y., named dean of radio in School of Radio Technique, N. Y.

RAYMOND J. LEICHT, Geyer, Newell & Ganger, N. Y., to Maxon Inc., N. Y., as copywriter.

ALPHA DELTA SIGMA (national advertising fraternity) chapters in 42 colleges and universities throughout country now selecting nominees for delegate to go to July International Advertising Conference in London. The delegate will be chosen by fraternity's national council and professional advisory board consisting of: **WESLEY I. NUNN,** Standard Oil Co. of Indiana; **ROBERT B. BROWN,** Bristol-Meyers, and **DON BELDING,** Foote, Cone & Belding.

Senator Dudley J. LeBlanc *announces winners in his* CHRISTMAS PARTY CONTEST

1.	WKUL	Cullman, Alabama	$2,000.00
2.	WRAL	Raleigh, North Carolina	1,000.00
3.	WLOW	Norfolk, Virginia	500.00
4.	KSLO	Opelousas, Louisiana	250.00
5.	WNGO	Mayfield, Kentucky	250.00
6.	WWYO	Pineville, West Virginia	100.00
7.	KSTL, KXLW	St. Louis, Missouri	100.00
8.	WOMI	Owensboro, Kentucky	100.00
9.	WNOE	New Orleans, Louisiana	100.00
10.	KVOL	Lafayette, Louisiana	100.00
11.	KWDM	Des Moines, Iowa	100.00
12.	WFEC	Miami, Florida	100.00
13.	WJIV	Savannah, Georgia	100.00
14.	WORZ, WLOF	Orlando, Florida	100.00
15.	WJBF, WRDW	Augusta, Georgia	100.00

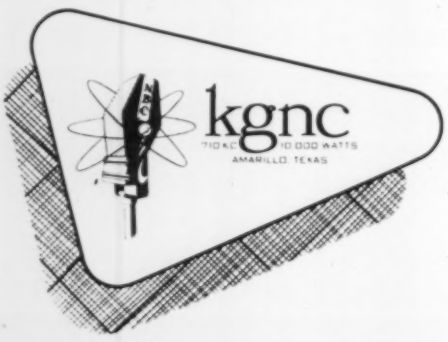
WATCH FOR DETAILS OF SENATOR LeBLANC'S NEW $25,000.00 MERCHANDISING CONTEST FOR RADIO STATIONS

$52,835,000. . . for construction connected with reactivating Amarillo Army Air Field.

$20,000,000. . . for construction connected with reactivating Pantex Ordnance Plant.

All to be Spent This Year!

A BIG ADDITION to YOUR SALES POTENTIAL in the FABULOUS HIGH PLAINS!



new business

Network . . .

BLOCK DRUG Co. Jersey City (Polaris Tablets for Headaches), starts sponsorship of *Quick As a Flash* on ABC, Tues.-Thurs. Agency: The Joseph Katz Co., N. Y.

WHITEHALL PHARMACAL Co. (Anacin), N. Y., April 3 renews for 13 weeks Tues. and Thurs. sponsorship of *Harry Babbitt Show*, Columbia Pacific Network, 7:45-8 a.m. (PST). Agency: Duane Jones Inc., N. Y.

S & W FINE FOODS Inc. (S & W coffee), S. F., sponsors Mon., Wed., Fri. portions of program.

LIBBY, McNEILL & LIBBY, Chicago (Libby products), today (Monday) renews sponsorship of first portion of *The Breakfast Gang* on full Don Lee Network (45 stations) Mon.-Fri., 7:15-7:30 a.m. (PST). Contract for 13 weeks. Agency: J. Walter Thompson Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati, to sponsor *Kukla, Fran & Ollie*, Tues.-Fri., 7-7:30 p.m. over NBC-TV, starting March 27. Agency: Benton & Bowles, N. Y.

RALSTON PURINA Co., St. Louis, sponsoring *Your Pet Parade*, Sun., 4:30-5 p.m., over ABC-TV, beginning March 11. Agency: Gardner Adv., St. Louis.

WAMSUTTA MILLS (sheets and textiles), New Bedford, Mass., and BULOVA WATCH Co., New York, to sponsor 90 minutes of two-hour CBS-TV coverage of Easter Parade in New York March 25. Of 12 noon to 2 p.m. show, Wamsutta to sponsor 12:30-1:30, Bulova, 1:30-2. Wamsutta agency is McCann-Erickson; for Bulova, Biow Co.

Spot . . .

INTERNATIONAL SHOE Co. (Red Goose shoes), St. Louis, starts sponsorship of *TV Firefighters*, Sat. 10:30 a.m., for 52 weeks over WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. Agency: Henri, Hurst & McDonald, Chicago.

REHRIG MFG. Co., L. A., March 1 started 14 participations weekly on three TV stations in Los Angeles and Phoenix—KTLA KLAC-TV Los Angeles and KPHO-TV Phoenix—to introduce new product, White House All Purpose Dressing, in those areas. Contract for 13 weeks. Other California stations to be added as distribution expands. Agency: Rocketti-Lauritzen, L. A.

PETER HAND BREWERY Co., Chicago, buys *Pantomime Quiz* from Stu Reynolds, radio-TV packager, Beverly Hills, Calif., for presentation in Chicago and possibly other markets. Agency: BBDO, Chicago.

ACME BREWERIES, S. F., planning radio programming in five California markets. Already set is sponsorship of half of major league baseball games six weekly on KSDO San Diego starting March 10 to run through September. Agency: Foote, Cone & Belding, L. A.

Agency Appointments . . .

MORTON Co., Louisville (frozen foods), appoints Griswold-Eshleman Co., same city, to handle national advertising campaign promoting its frozen food specialties. Television will be used.

GOLD MEDAL CANDY Corp., N. Y., names Duane Jones Co., same city, to handle its television show, *Magic Clown*, on NBC-TV, Sun., for Bonomo's Turkish Taffy.

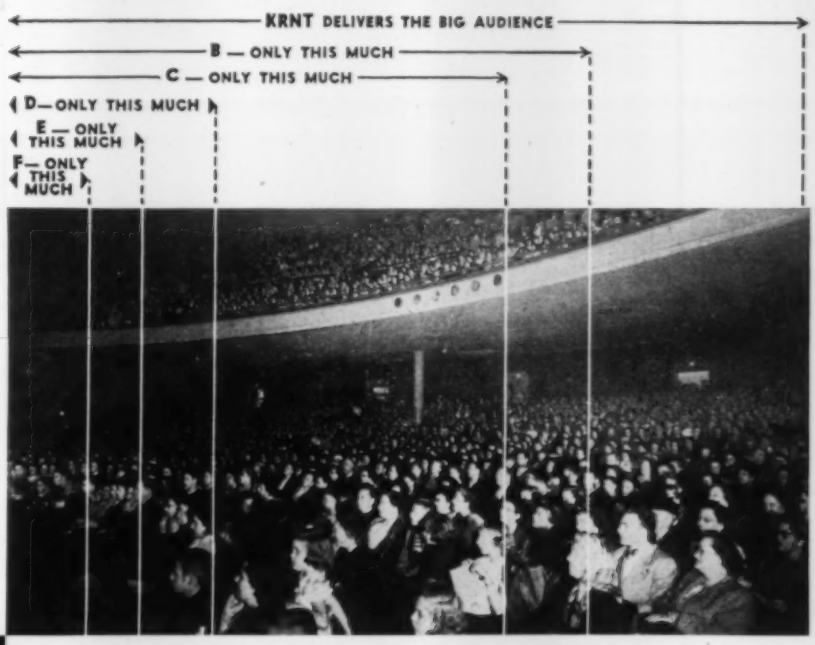
RELAXACISOR Inc., S. F., appoints Richard N. Meltzer Adv. Inc., S. F., for Northern California market. TV and radio will be used. Wallace L. Aron is account executive.

SANITEK PRODUCTS (Bobrick's ammonia), L. A., appoints Edward

(Continued on page 20)

You're Right when you Buy KRNT

Here's a powerfully convincing graph showing an actual KRNT audience as well as station standings in total-rated time periods.*



BUY KRNT WITH COMPLETE CONFIDENCE AND GET THE BIG AUDIENCE

KEEP KRNT ON YOUR LIST TO SELL IOWA'S RICHEST MARKET

Actual photo, made at 7:00 in the morning, of the crowd at the 4th annual anniversary broadcast of KRNT's "Don Bell Show." The fabulous early morning disc jockey drew nearly 6,000 Iowans to this 3-hour jamboree from 6:00 to 9:00 a.m.

HERE'S THE REAL TRUTH ABOUT DES MOINES

KRNT LEADS*

- MORNING
- AFTERNOON
- EVENING

BUY THAT... Very highly Hooperated, Sales results premeditated, ABC affiliated Station in Des Moines!

KRNT

DES MOINES. THE REGISTER AND TRIBUNE STATION

Give your Katz Man a call today for the fabulous facts about this fabulous station. You can do no wrong when your list includes KRNT, Des Moines.

*(HOOPER AUDIENCE INDEX, NOV.-DEC., 1950)

open mike

Best In Trade

EDITOR:

I have received many comments about the story [OUR RESPECTS To, Jan. 29] which everyone thinks is exceptionally well done.

As far as my opinion of your magazine is concerned, I think it is among the very best in the trade—handling the news as it does with veracity, interest and color. I can think of no immediate improvement.

Again with many thanks for your interest, and best regards.

Duane Jones
Duane Jones Co.
New York

* * *

VOD Editorial Praised

EDITOR:

Let me thank you and congratulate you on your editorial "Clear Young Voices . . . and the Future." It sums up in a few words the essence of this contest—"If what they had to say was representative of the 2 million others like them who competed in the contest this year, this nation's great history is only beginning." I join with you in hoping.

Justin Miller
President
National Assn. of Broadcasters

* * *

'Hill Discs' Story

EDITOR:

[*The following letter was addressed to Mr. Charlie Neese, administrative assistant to Sen. Estes Kefauver, and a copy sent to* BROADCASTING • TELECASTING. *Since it concerns a story published Feb. 26 parts are reproduced here*].

Recently I read in BROADCASTING • TELECASTING a diatribe against Capitol Hill legislators who make "free use of the airwaves to tout (their) good name and political fortune." You may have seen it. The treatise was titled "Hill Discs — Politics or Public Service?" . . .

Frankly, I was shocked by the points raised. . . . Obviously he made little effort to ascertain the views of a substantial number of Tennessee broadcasters before making his own interpretation about how they feel regarding clearing time for reports from Washington by Senators and Representatives. He quoted only one radio man (name not mentioned) and credits this one with having said: "We are not interested in carrying Sen. Kefauver's propaganda and believe he should devote his time to the critical situation we are now in." During my two years as president of the Tennessee Assn. of Broadcasters (1949 and 1950) no such criticism ever came to my attention.

As you know, our station has carried Mr. Kefauver's weekly reports ever since his election to the Senate. You are aware, too, that several Middle Tennessee stations are rebroadcasting his talks off the air from WLAC. Inasmuch as they voluntarily asked our permission to do this, I take for granted they welcomed the opportunity to carry these programs.

. . . WLAC considers it is a most important feature of our public service programming.

. . . We feel that the story is grossly misleading and constitutes a reflection both on the Senator and the broadcasters who schedule his broadcasts. . . .

F. C. Sowell
WLAC Nashville, Tenn.

[**EDITOR'S NOTE: Not all broadcasters feel as Mr. Sowell does. Story in question was based on an informal survey made on Capitol Hill after complaints had been received from stations. It was not intended to criticize Sen. Kefauver or any other legislator who uses this method of informing constituents on government matters of vital interest, but simply to report that some stations objected to receiving material promoting political fortunes of office holders.**]

* * *

'Adroit' Story

EDITOR:

BROADCASTING • TELECASTING has always been the vital source of news reporting for our industry. I must say I have never until now appraised its literary qualities. However, if you don't submit your adroit and delightful story on Hadacol to the *Readers Digest*, I will. You might also add the paragraphs on *Lonesome Gal*.

Congratulations to you and to Mr. James.

M. Robert Rogers
Vice Pres.-Gen. Mgr.
WGMS Washington

* * *

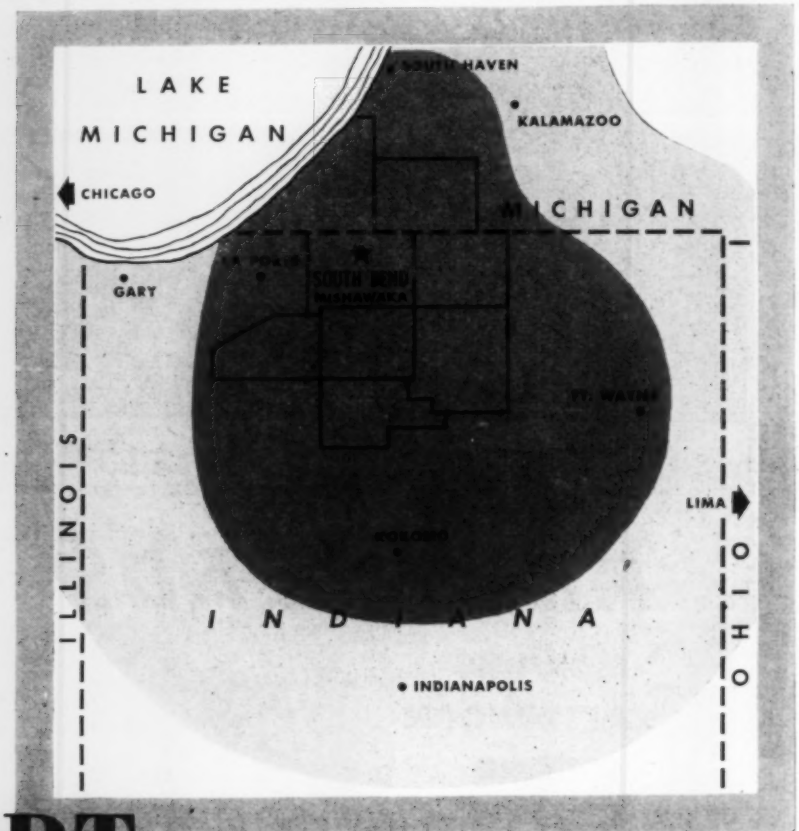
Time Slips in 'March'

EDITOR:

In your issue of Feb. 26 in the TELECASTING section on page 56 is a story concerning the "March of Time." In the story is a statement that the Republic National Bank of Dallas is sponsoring this show on WFAA-TV. The Republic National Bank started their first program Tuesday, Feb. 27 on KRLD-TV. This program has never been on WFAA-TV. . . .

Clyde W. Rembert
Managing Director
KRLD Dallas, Tex.

[**EDITOR'S NOTE: Our apologies to KRLD-TV. Source of story was "March of Time" which apparently got crossed up in its call letters.**]



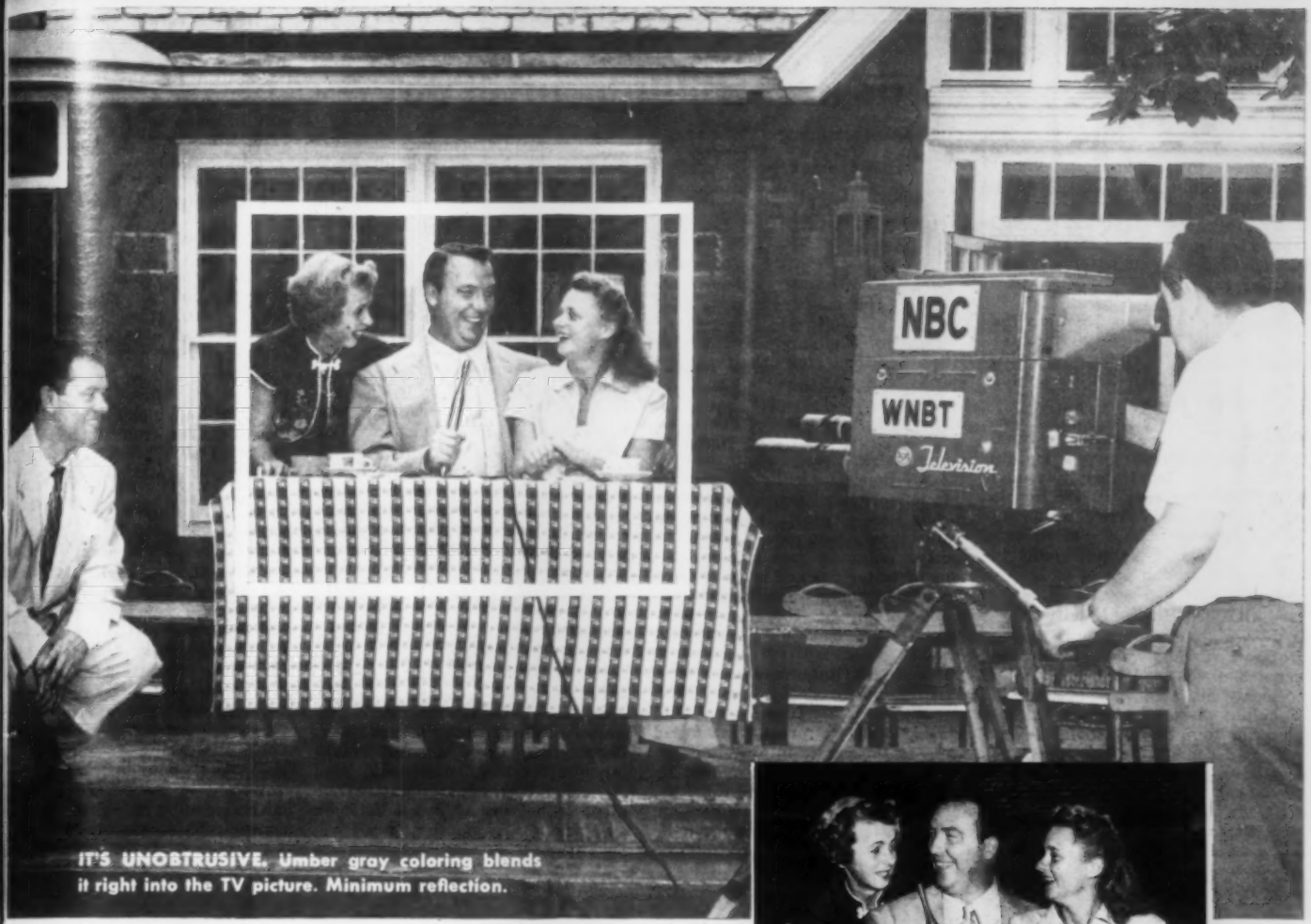
WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million *more* people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—*in addition to* the half-billion spent in the trading area alone. That's *bonus* coverage of *bonus* spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



IT'S UNOBTRUSIVE. Umber gray coloring blends it right into the TV picture. Minimum reflection.

In the show . . .
without stealing the act
RCA's new ribbon-pressure "STARMAKER"*

IT'S COMFORTABLE TO HANDLE . . . weighs only 1 lb.

So SLIM YOU MUST LOOK sharply to see it . . . so skillfully styled its shape and coloring fade right into the scene . . . this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—*and yet retains all the high-quality features of RCA professional microphones.* Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . and can be substituted for any professional high-quality RCA microphone. *No extra attachments needed!*

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. **PB 19**, RCA Engineering Products, Camden, N. J.

**Selected from entries submitted by Broadcast Stations in national contest.*

IT'S SMALL. Diameter of body is only 1¼ inches. Diameter of pick-up point is only ⅝ inch!

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

in the public interest

Blood Donors Respond

MORE THAN half a million blood donations will be made to the American Red Cross as a result of an appeal for blood, broadcast over CBS's *Hear It Now* show last month. The estimate reportedly was made by a Red Cross official in Washington. WBBM Chicago's one-minute cut-in appeal on the news program brought nearly 1,000 phone calls to the Chicago Red Cross. CBS stations nationally had similar experiences.

* * *

A REQUEST for blood donors for a 10-year-old leukemia victim over WKY-AM-TV Oklahoma City brought more than 300 responses from listeners.

* * *

BRAVING severe winter storms, 200 blood volunteers gave 159 pints of blood for local hospitals and Korean battlefronts as the result of an appeal by WJTN Jamestown, N. Y. The local chapter of American Red Cross gave full credit to the station.

* * *

KHON Unites Family

A NAVY veteran just transferred from Kwajelein had exhausted usual methods, and himself, trying to locate his wife and daughter in Honolulu when he appealed in desperation to KHON Honolulu. His wife had come from the mainland and they had missed each other at the boat. Five minutes after KHON's newscast, the couple and daughter were united.

Supports Opera

DUE largely to radio promotion, the non-profit civic Guild Opera Co. in Los Angeles was able to give seven instead of the scheduled five performances of "Hansel and Gretel." The company sent a resolution of appreciation to the Southern California Broadcasters Assn., Hollywood, thanking the Los Angeles stations for their public spirit.

* * *

Sends Water to Neighbor

WHEN the entire water supply of Columbia, Pa., was cut off, nearby WLAN Lancaster enlisted cooperation of organizations and townspeople. As a result, the Columbia water supply was placed above the danger point by two million gallons of water trucked in from Lancaster and pumped into the Columbia reservoir by the fire department.

* * *

Fight Rate Increase

THREE stations, KRNO, KFXM, and KITO San Bernardino, Calif., joined hands to present a united front in the public interest against "extreme" rate hikes proposed by the Associated Telephone Co. Ltd., of the General Telephone System. The stations have retained the legal services of State Senator James E. Cunningham to present the citizens' case, and have repeatedly urged listeners to express their opinions by mail.

* * *

Averts Fuel Problem

RADIO helped avert a public disaster in Charleston when the South Carolina Electric & Gas Co. developed gas line trouble. The company urgently requested Charleston's five stations to relay a plea for householders to cut off their gas. Otherwise, the city, in 10 minutes reportedly would have been without gas—its major source of fuel. The company said that following the first announcements the demand for gas dwindled immediately.

* * *

Aids Sanatorium Project

KURE, central radio system for the Antonio Tuberculosis Sanatorium in Santa Barbara, Calif., is now on the air thanks largely to KTMS Santa Barbara and its chief engineer, Albert A. Nicolay. Mr. Nicolay was given a scroll thanking him for the "long hours, good advice and grand cooperation" he gave in helping to get KURE on the air.

WMEV Offers Scholarships

WMEV Marion, Va., is cooperating in a scholarship essay contest throughout the 12 counties served by the station. The $200 award will be made to the best essay on "The Importance of the Constitution in our American Democracy" in connection with the WMEV Sunday program, *Forward America.*

* * *

KXOK Listeners Rally

AN APPEAL for funds by KXOK St. Louis to replace an artificial limb lost by an East St. Louis heroine during her rescue of two children from a burning home was oversubscribed after the first announcement. The heroine's right leg was amputated last year after an attack of polio. Contributions were received from listeners ranging from bank presidents to school children, the station reports.

* * *

Burned Out

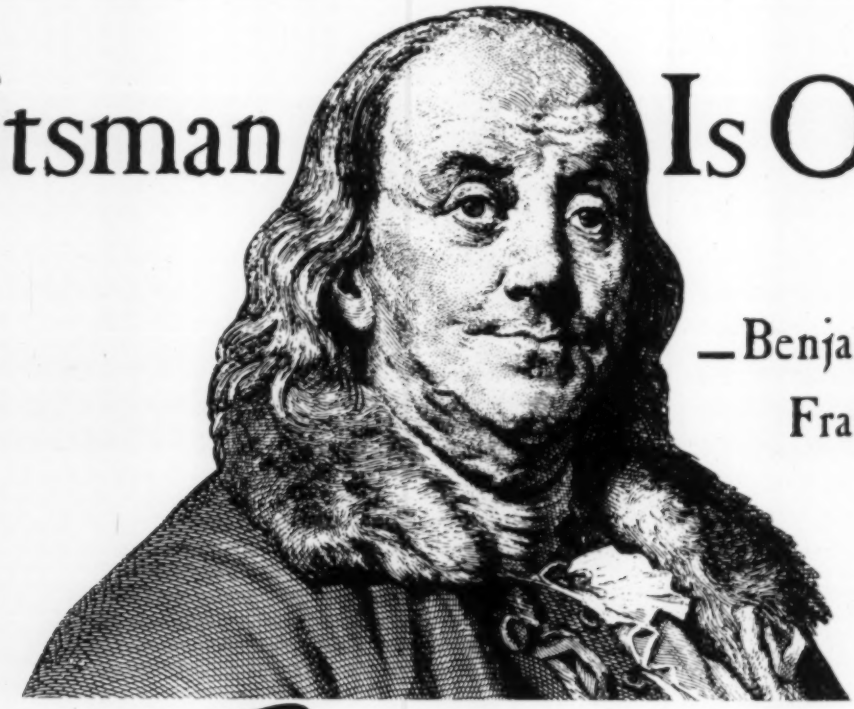
KDIX Dickinson, N. C., boosted a fund drive to aid a family whose trailer home had been destroyed by a bottle-gas-tank explosion and resulting fire. Special spots and programs with civic leaders were scheduled. Fifty hours after the explosion, a city-wide house-to-house drive had been completed netting nearly $1,800.

* * *

Hearing Recorded

KFRO Longview, Tex., programmed a taped recording of hearings on a telephone rate increase. This created so much in-

"A Craftsman Is Only A



—Benjamin Franklin

Soundcraft

REEVES Soundcraft CORPORATION

10 East 52nd Street, New York 22, N. Y.

'Prayers for Peace'

TRANSCRIBED "Prayers for Peace" of one minute by representatives of the Protestant, Catholic and Jewish faiths are scheduled three times a day over the Fort Industry Co. stations, it has been announced. A public service endeavor, described as growing from "the belief that there is a great need for spiritual inspiration in these days of turbulence and confusion," the transcriptions are broadcast as an addition to the policy of some stations to open and close operations with a prayer.

PLANNING meeting for public information series to be carried by New Jersey radio and TV stations in cooperation with N. J. Office of Civil Defense [BROADCASTING • TELECASTING, Feb. 26] **are (l to r): Becker Jamieson, assistant director of N. J. Civil Defense; Capt. W. P. Kelly, state police communications officer; Paul Kraus, N. J. Bell Telephone Co.; Thomas Dignan, deputy director, N. J. Civil Defense; J. R. Poppele, WOR New York, communications committee chairman; Lloyd Manamon, amateur radio division chairman; James L. Howe, WCTC New Brunswick general manager and radio-TV division chairman of communications committee, and Carl Mark, WTTM Trenton general manager and president of N. J. Broadcasters Assn.**

Sincere Thanks . . .

UNCLE AL, of *Uncle Al and His Animal Pals*, heard over KIST Santa Barbara, received a phone call from an obviously cultured listener saying that her husband had just died and that his will included an expression of thanks to radio "for its gift of fine music" and for its sincere presentation of news. Also, the listener said that her husband had directed that Uncle Al select a Negro institution to which the man's library dealing with Wilson's failure to achieve peace after World War I should be given.

terest that the phone company asked KFRO to make them a recording to use in their central office to study public reaction for future hearings.

* * *

Quick Location

KAUS AUSTIN, Minn., is claiming some kind of a record in locating a missing person. Local police phoned the KAUS news department and asked for assistance in locating a 70-year-old man who had been "missing" for three days. The description was aired at 11:30 a.m. At 11:32:30, the case reportedly was cleared up. A bartender came up with the information that the elderly man had gone to Rochester, Minn., for treatment of an injured arm and neglected to tell his family.

* * *

Fight Nature

WHEN SPRING thaws brought a howling blizzard to Minnesota, and swollen waters flooded western Washington, WCCO Minneapolis-St. Paul and KBRC Mt. Vernon, Wash., performed invaluable public service.

The Minnesota Highway Dept., schools throughout the area and police departments of the Twin Cities, asked WCCO to broadcast storm warning, school closings and news of transportation interruptions. Hundreds of announcements reportedly kept listeners informed in Minnesota and Wisconsin cities and towns.

KBRC, only station in Skagit County, which normally signs off at 10 p.m., broadcast around-the-clock for 64 hours during the flood emergency. The station has been told that flood damage, which reportedly amounted to hundreds of thousands of dollars, would have been considerably higher but for the services KBRC rendered.

Most of the nine-person staff donated their overtime services, taking 12-hour shifts. Several, in off-hours, worked as volunteers to strengthen dikes, one of the key tasks emphasized in KBRC's repeated announcements.

PUBLIC service tape-recorded quiz series, *Stump the Preachers*, released nationally by WPTL-FM Providence, R. I. Program produced by Providence Bible Institute. Total of 86 stations have requested series, and 55 others, audition tapes, station reports.

As Good As His Tools!"

YOU will find the best in recording apparati comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

Soundcraft tape is made in all types and lengths to accommodate all tape recorders.

Soundcraft recording discs available in a variety of sizes, single and double face.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.

Richard Harkness

"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON
WRC
NBC

feature of the week

A "Big Show of Appliances" has been launched as an annual event by The Bon Marche, Seattle department store affiliate of Allied Stores Inc. Starting with the name, the store's week-long promotion relied heavily on tie-ins with the NBC *Big Show* program, and KOMO Seattle.

Planned and carried out within one week, the idea was conceived by Mrs. Donna Newell Ames and Henry Ross, advertising executives of the store, who approached KOMO with the proposal. When NBC approval had been secured, the idea was on the way.

First announcement reached the public through a special section in the Seattle Sunday *Times*, in which Tallulah Bankhead, star of *Big Show*, the show, the station and the network received extensive mention. Additional ads appeared in both Seattle dailies during the week, and the store's promotion was plugged heavily on commercial and sustaining programs over KOMO, The Bon March buying a daily package of 12 to 15 spots. Included were special transcriptions by Meredith Willson, orchestra conductor and a member of the NBC *Big Show* cast.

The store also plugged the radio program, as well as its own efforts, with blowups of Miss Bankhead and the other stars in seven display windows during the week.

Two regular KOMO programs—*Ruth and Dick* and *Katherine Wise, Home Economist*—originated from the store during the week-long promotion. In addition to the Bon Marche store in downtown Seattle, the "Big Show" theme was featured at its Northgate and Everett outlets.

Early customer response was most satisfactory, Mrs. Ames told BROADCASTING • TELECASTING. She also described the cooperation received from NBC and KOMO as "highly gratifying."

strictly business

JACK

JACK deRUSSY, director of sales at WCAU-AM-TV Philadelphia, gave up a successful career in newspaper advertising to join radio, when he became convinced that it offered a greater opportunity. His outstanding ability in salesmanship so impressed the secretary to the manager of KYW Philadelphia that she had persuaded him to enter the radio field.

Mr. deRussy's background illustrates his theory that "real sales ability can not be measured by occasional spectacular success, but can best be gauged by over-all results produced on a year in and year out basis."

He was born in Franklin Township, N. J., in 1905. While he was in high school, he became correspondent for daily newspapers in Perth Amboy, New Brunswick and New York, and sports writer for two local weeklies. After attending Brown U., he became a reporter for the Newark *Evening News*. Three years later Jack decided that selling would be a more lucrative field. He secured a position with Scovil Brothers, financial advertising agency, as branch manager in Philadelphia. Eight months later he transferred to the Philadelphia *Evening Bulletin*, after selling the paper on the idea of having two men in its financial department, instead of one.

His outstanding success on the *Bulletin* brought him offers from a competitive newspaper, and in the spring of 1937 he joined the *Inquirer's* national advertising department.

Mr. deRussy entered the radio field in 1938, when he joined the sales staff of Westinghouse's KYW Philadelphia, then under an operations contract with NBC. There he found radio selling to be just as great a challenge as selling for a newspaper, but a great deal more interesting.

In 1940, after two years of successful radio selling, he was pro-

(Continued on page 50)

OF THE 162 METROPOLITAN AREAS IN THE U. S.

THE TAMPA-ST. PETERSBURG MARKET RANKED

14th

IN TOTAL RETAIL SALES GAINS*

Tampa and St. Petersburg are "shopping centers" for one of Florida's richest, fastest-growing trade areas. The substantial payrolls of diversified industry and agriculture build steady buying power right around the calendar.

To reach the big, able-to-buy audience in the busy Tampa-St. Petersburg market, "spot" your product on WFLA — the station that gives you both metropolitan and trade area coverage.

* *According to Sales Management, the Tampa-St. Petersburg market ranked 14th percentage-wise for the period 1940 to 1950.*

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

TIME BUYERS!

For Spicy Reading Pick Up My DIARY!

Ask your Katz man for a copy of the WNAX Diary Study conducted recently by Audience Surveys, Inc. It's "red hot" reading no time buyer should miss. Here's a f'instance excerpt:

"Of the 52 stations receiving mention in the diary study—WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours."

Add to WNAX's overwhelming domination these three facts:

1. **WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of $3.9-billion.**
2. **BMB shows that 405,210 families listen to WNAX—80% of them 3-7 times a week.**
3. **In Big Aggie Land TV means 'Tain't Visible!**

MORE LISTENERS! MORE PURCHASING POWER! NO TV! NO WONDER WNAX has sales success stories galore. Let your Katz Man show you how WNAX alone can sell your product or service in BIG AGGIE LAND.

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.

New Business

(Continued from page 12)

S. Kellogg Co., L. A., to handle advertising. Firm March 15 starts two weekly participations for 13 weeks on KHJ Los Angeles with possibility of expansion to other stations later.

SHOW MANAGEMENT, L. A., names Ted H. Factor Agency, L. A., to handle Sixth Annual Sportsmen's Show to be held April 12-22. Intensive radio and television spot campaign planned for first three weeks in April.

AMERICAN TOBACCO Co., N. Y., appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising of Lucky Strike cigarettes in Puerto Rico.

Adpeople . . .

HAL SILVERNAIL, assistant sales and promotion manager in San Francisco regional office of Hotpoint Inc., to Chicago office, to work on national sales and promotion.

TURNEY GRATZ and MAC D. HEDRICK appointed vice presidents of LeBlanc Corp. (Hadacol), Lafayette, La.

'Masters Voice'

DECLARING Wall Street interests are the "masters" of all American radio, the Poland's official radio weekly, *Radio & The World*, in its current issue offers as proof "that NBC and CBS are the owners of the 'Voice of America'."

On All Accounts

(Continued from page 8)

"dark" nights when legitimate shows were not available. By applying himself these nights, Mr. Segar's agency and the theatre accounts grew side-by-side.

When Mr. Grampp left to take over the Orpheum Picture Circuit, covering Illinois and southern Wisconsin, he handled all advertising and publicity. Subsequently, the Segar agency handled advertising for such varied products as pianos, tractors, "red tams hooked up with a movie name," gears, clutches, industrial machines, clothing, financial service for banks, automotive advertising and farm machine accounts.

In addition, Mr. Segar recalls that his "press agent blood" came in handy for the promotion of a number of these products and that over the years he has prepared copy for and actually "press-agented" many great legitimate stars and concert artists, musical organizations, dance bands, exposition, horse shows, sporting events and other feature attractions.

An Oregonian by birth and choosing, he opened a branch in Portland. This required him to commute between Illinois and the West Coast, a travel that wearied him.

Anticipating an ulcerous condition if he kept up this nerve-taxing journeying, the agency manager went West, taking two staff members from his Rockford office with him. At that time, he acquired his capable assistant, Mrs. Segar, whom he married July 3, 1929, a date which helps him remember anniversaries.

Radio copy is where Mrs. Segar, secretary-treasurer of the agency, excels. She also buys radio time and is well-versed on design and color and thus "the final authority on that phase." As he expresses it, his former childhood sweetheart "is literally a partner . . ."

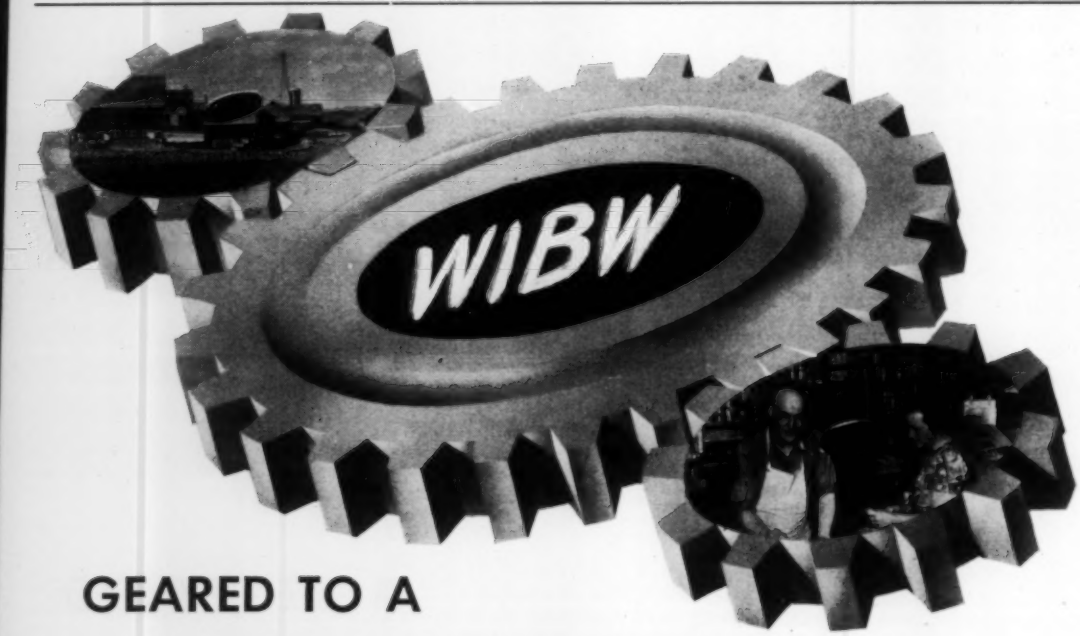
Country Doctor Theme

When speaking of radio accounts, Mr. Segar returns to the country doctor theme. His agency's clients are familiar, for the most part, along the Coast and in the Northwest, few names, he says, "are a national household word." Oldest account is a pioneer florist that the agency has been servicing for more than 16 years. An automobile distributor is next with nearly as many years. Other clients cover a wide field—all using spot schedules very profitably.

Mr. Segar muses, "the records say: Our spots may lack glamour but they have paid off in profits. To clients that's the answer." Radio success in the Roscoe W. Segar agency's balliwick has depended largely upon use of spots over local and sectional networks or selected stations.

A big reason why he prefers the compact, "one-man" agency is his determination to develop leisure time. Now a permanent resident of the "city of roses," Mr. Segar makes the cultivation of the queen of flowers his main hobby. His rose garden, brightened with 175 bushes, has national listing and the Segar multi-volume library is his attraction for winter pastime.

Active in national and local rose societies. He also participates in the National Industrial Advertisers Assn., Advertising Club, Oregon Historical Society, Chamber of Commerce, Artists and Writers, Civic Theatre and still others.



GEARED TO A

FARM MARKET!

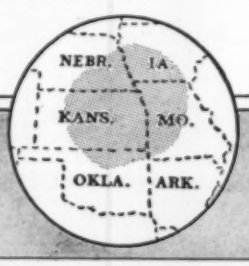
WIBW furnishes the "drive" that turns Kansas farm income into retail sales. That's because WIBW is an out and out *farm* station. Our entertainment, services, and way of selling is geared to the needs and interests of our farm friends. That's why they respond so quickly to our buying suggestions.

* Sales Management—1950

Our farm listeners control the spending of *over a billion dollars cash income.** In personal interviews these families said they listen *more* to WIBW than any other station.† That's why WIBW can shift your Kansas sales program into overdrive. Let us prove it!

† Kansas Radio Audience—1950

W I B W



SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

GraybaR recommends the NEW AMPEX 400

MAGNETIC TAPE RECORDING AND PLAYBACK MACHINES

High fidelity is combined with portability and maximum tape useability in this newest addition to the famed Ampex line of recording and sound equipment.

This versatile instrument, the Ampex Series 400, brings you—in one popular priced, compact unit—many of the operating features previously obtainable only in more expensive models, PLUS these additional outstanding features:

- Two full hours of program material on a single ten-inch reel.
- Half-track recording at 7½ inches per second with performance that equals many 15-inch recorders.
- 4 to 1 saving in tape cost over *any* 15-inch recorder with comparable program quality.
- Furnished in a sturdy, portable case with removable front panel and cover for easy access to controls. Weighs only 62 pounds, complete.

Get *all* the facts. Send for the new 4-page Bulletin AX-19 which completely describes the new Ampex 400. Or, better, ask your near-by Graybar Broadcast Equipment Representative for up-to-the-minute information.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 118-13

Technical Highlights of the Ampex 400

Tape Speed – 15 inches per second and 7.5 inches per second, with motor-speed change and equalization switches conveniently located.
Frequency Response—At 15 ± 2 db., 50-15,000 cycles. At 7½ ± 4 db., 30-15,000 cycles.
Signal-to-Noise Ratio – Over 55 db. at both 7½ inches per second and 15 inches per second, as defined by the proposed N. A. B. standards.
Starting Time – Instantaneous.
Playback Timing Accuracy – 0.2%.

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Cradles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Tower Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
J. J. Connolly, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

NORTH CAROLINA
THE SOUTH'S No. 1 STATE

WPTF -
NORTH CAROLINA'S No. 1 SALESMAN

North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 40, No. 11 WASHINGTON, D. C., MARCH 12, 1951 $7.00 A YEAR—25c A COPY

RADIO COSTS LESS

CBS Shows in Documented Research

IN FACE of forthcoming ANA report which is expected to renew demand for radio rate reductions (see page 27), CBS has produced cost-per-thousand comparisons of leading national media.

BOX SCORE

Radio reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar

RADIO gives advertisers access to the greatest number of people per dollar.

The story behind this claim—a story of careful, documented research—was made available to BROADCASTING • TELECASTING by CBS.

It came just as the Assn. of National Advertisers neared completion of a new campaign designed to beat down radio rates in TV cities.

While the figures produced by the analysis apply to CBS, it is believed they are typical and can be used to support the claim that other major segments of the radio medium will give the advertiser more contacts, on the basis of money spent, than newspapers and magazines.

CBS submits the following claim covering the "transportation cost" of radio, newspapers and magazines:

The average advertiser in CBS nighttime radio reaches 62% more prospects per dollar than in magazines and 137% more than in big-city daily newspapers.

Or, put in boxscore form, CBS found:

CBS reaches 591 people per dollar.
Magazines reach 365 people per dollar.
Newspapers reach 249 people per dollar.

ANA's second attempt to buy radio cheaper, on the ground listening is down in TV cities, is expected to be unveiled at the ANA spring meeting, scheduled March 29-31 at The Homestead, Hot Springs, Va.

ANA Plan Defeated

Last summer ANA circulated among its members a 30-page report analyzing research data on radio listening in TV cities [BROADCASTING • TELECASTING, July 24, 1950, et seq]. ANA then asked networks to meet with a special committee on the theory the networks might be induced to slash their rates. Instead the networks refused to enter the trap, designed to produce an over-all 15% cut in time and talent costs.

The current CBS figures support the claim that radio gets advertisers more contacts per dollar spent. In an advertisement published in the Feb. 26 BROADCASTING • TELECASTING, CBS asked, "What's the right time to cut down on radio?"

Answering its own question, the ad continued, "When any other major advertising medium reaches more people per dollar." Thereupon CBS listed the above comparative figures.

"Effectiveness of advertising is largely the responsibility of the advertiser," according to CBS. "He may have a good printed ad, or a poor one; a powerful commercial, or a weak one. Moreover, the sales effectiveness of his advertising is determined, too, by many other factors including quality of product, price, discount structure, dealer relations and competition."

Here's how CBS arrived at its comparative figures on number of people reached for each advertising dollar spent—via CBS, via magazines, and via newspapers:

Radio

The figure 591 (people reached per dollar via CBS) is for a CBS half-hour once-a-week sponsored evening program. Using Nielsen ratings for Dec. 3-9, 1950 (latest available when the study was made), CBS found the average rating to be 12.7, multiplied this figure by 41,900,000 (radio homes estimate as of Jan. 1, 1951) and multiplied that figure by 2.3 (average number of listeners per family) to achieve the total number of listeners hearing the average program.

To find the listeners per dollar, this average audience was divided by the time-and-talent cost of the average program, using actual net weekly time costs to advertisers and an estimate of talent expenditures.

The average audience was 12,238,990 listeners. The average time-and-talent cost was $20,722. Result: 591 listeners per dollar.

Magazines

The 365 figure is an average for full-page, black-and-white ads in eight leading national magazines —four weeklies: *Colliers, Life, Look* and *Saturday Evening Post;* and four women's magazines: *Good Housekeeping, Ladies' Home Journal, McCall's* and *Woman's Home Companion.*

Using the Audit Bureau of Circulations June 30, 1950, audit of each magazine's circulation and Starch averages of ad noting percentages of full-page black-and-white ads in each, January-through-September 1950, CBS then applied the one-time rates in effect on June 30 to get a noters-per-dollar figure for each magazine. Adding these eight figures together and dividing the sum by eight produced an average ad-

(Continued on page 38)

SUPER FCC?

Truman Gets Three-Man Board Plan

By SOL TAISHOFF

AN INTEGRATED plan for creation of a three-man permanent government communications policy-board—which might be headed by FCC Chairman Wayne Coy—is before President Truman.

Creation of such a board, which would determine allocations for government services — presumably embracing portions of authority now vested in the FCC, and all of the functions of the existing Interdepartmental Radio Advisory Committee—is reliably reported the basic recommendation of the President's Temporary Communications Policy Board.

Chairman Coy is believed in sympathy with the broad plan. He is due back in Washington today (Monday) after a six-week vacation on doctor's orders.

Such a board would take over the continuing powers of the President to allocate spectrum space to government services (Section 305 of the Communications Act) as well as the emergency powers of the President to commandeer facilities (Section 606). The former's functions would be those of IRAC, while the war emergency powers would be those vested during World War II in the Board of War Communications, a policy group comprising five government experts, with the FCC chairman as its chairman. The FCC staff, however, handled the duties of the secretariat, and the FCC itself carried out its policies.

Consideration This Week

Copies of the voluminous report, marked restricted, were submitted to individual members of the FCC on March 2 by the White House with instructions to transmit recommendations to the White House. The FCC will consider the project early this week—possibly today.

Implicit in the report is the creation of a permanent top-level agency—of three members who have distinguished themselves in communications and allocations. These would be fulltime jobs, replete with advisory staff. Thus, if Chairman Coy should become the head of the board, he would relinquish his FCC duties.

And if Mr. Coy should receive that appointment, or for some other reason leave the FCC, the vexatious problem of his successorship would confront the administration.

In addition to Chairman Coy, speculation centered around the possibility that Comr. E. M. Webster also would receive appointment to the new agency. An expert in safety of life aeronautical allocations, who headed Coast Guard communications during the last war, Comdr. Webster is an old hand at government allocations. The third member, it was logically presumed, would be either an active or retired Army or Navy

(Continued on page 89)

PAINT FIRMS BUY

Heavy Radio Schedules

By FLORENCE SMALL

PAINT ADVERTISERS are moving heavily into radio spot announcement campaigns and network programs to promote spring painting and cleaning.

Standard Varnish Works (paints), New York, currently is contemplating a spot announcement campaign which most likely will start in April in a number of markets. Lucerna Co., New York, is the advertising agency.

The Bownes Paint Co., through Harry M. Frost, Boston advertising agency, is starting a spot announcement radio schedule on April 1 throughout North Carolina.

Two paint companies are using dealer cooperative spot campaigns. They are Sherwin-Williams Co., Cleveland, which through its dealers is using radio and television on a local level, and National Lead Co., New York, which has sent out a booklet containing 32 and 60-second spots to its more than 2,500 dealers. Marschalk & Pratt, New York, is the agency for National Lead Co. and Fuller & Smith & Ross, Cleveland, services the Sherwin-Williams Co.

Another large paint advertiser, Devoe & Raynolds, New York, through J. Walter Thompson Co., New York, has not yet revealed its spring plans but expects to do so shortly.

The majority of paint manufacturers are seasonal advertisers. Typical case is the Benjamin Moore Co., New York, which early this month started sponsoring *Your Home Beautiful* on MBS, Saturday, 11-11:15 a.m., and which traditionally sponsors the same program for a 13-week period. It has done so for the past three years on MBS. Previous to that, the paint firm had sponsored another program, *Betty Moore*, also on a 13-week seasonal contract annually since 1929. St. Georges & Keyes, New York, is the agency.

Sapolin, New York, is the only paint firm that has broken the seasonal habit of sponsoring only a spring campaign. The firm sponsored *Better Homes Show* on WJZ-TV New York, Friday, 10:30-11 p.m., throughout last fall and winter. It has been so successful that the company is still sponsoring the program. In addition to the television show, however, the firm currently is contemplating a spot radio campaign through its agency, R. T. O'Connell Co., New York.

In an attempt to aid local advertisers during the spring selling season, World Broadcasting System has released to its affiliated stations a new series of "Home Improvements" jingles.

The basic theme of the jingles is the preservation and beautification of the home. WBS has recommended to the stations that they approach local hardware stores, paint and wallpaper dealers for sponsorship. The jingles are so designed as to allow member stations to sell them either on a long-range or a short-term schedule basis.

ARMY BUDGET

Radio-TV To Get 'Fair' Share

RADIO and television will receive "full consideration and a fair proportion" of U. S. Air Force-Army media allocations during the coming fiscal year, a top-level recruiting officer told BROADCASTING • TELECASTING last week.

Lt. Col. Donald J. Wilkins, chief of the recruiting publicity bureau, U. S. Air Force and Army, gave this assurance in reply to queries on the advertising budget for the two services beginning July 1. Col. Wilkins would not reveal exact figures since the request still is pending before the Budget Bureau.

He said, however, that at present radio-TV share over 50% of current funds for all media, including newspapers and magazines, and about 37% of overall expenditures, which cover training programs and production for public service drives.

It was indicated that the Air Force and Army have requested over $4 million for advertising next year, a sum in excess of the regular allotment for the fiscal period 1950-51 [BROADCASTING • TELECASTING, March 5].

Col. Wilkins pointed out, however, that the original $1,591,600 set aside for current activities was supplemented last fall with a large outlay which jumped media funds well over the $4.5 million mark. He added that prior to the supplemental, about 32% of all media monies were siphoned off for radio and television time.

Exact sum to be channeled to media will be revealed officially when the Budget Bureau sends its approved budget to Capitol Hill and the House Appropriations Committee opens hearings this spring. Agency for the joint recruiting account is Grant Advertising Inc., reappointed within the past fortnight.

F & P SHIFTS

Griffin Moves to New York

LLOYD GRIFFIN, partner and director of Free & Peters Inc., will move from the Chicago to New York headquarters of the firm and assume overall company sales direction April 1, H. Preston Peters, president, announced last week.

Mr. Griffin

John Cory, vice president in Chicago, will become manager of that office, Mr. Peters said.

"This is a highly important step in our expansion, planned for more than a year," he continued. "We will thus more closely integrate and unify sales planning and sales methods of all seven offices under Mr. Griffin in New York. The tremendous increase in spot broadcasting generally and an even greater increase in our company's billing has made this close coordination advisable."

Mr. Griffin was elected a vice president of Free & Peters in 1946, a director in 1947 and a partner in 1949. Mr. Cory, who joined the firm in 1941, was elected a vice president in 1946.

Tartan Spots

RADIO listeners in major cities across the country will get spot announcements about Tartan, McKesson & Robbins sun tan lotion, with weather reports this season. A saturation campaign is planned. In key areas, Tartan will back up the spot campaign with radio personalities such as CBS morning star, Jack Sterling, and add further impact with television spots and participation programs. Agency is J. D. Tarcher & Co. Inc., New York.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Sweetie, this is your Lonesome Gal who loves you better than anyone in the whole wide world."

CBS GROSS

January Time Sales Gain

CBS radio network gross time sales showed a gain of more than 11.7% in January 1951 as compared with the first month of 1950, while those of the three other nation-wide networks dropped slightly, according to figures released today (Monday) by Publishers Information Bureau.

Overall, gross time sales declined approximately 2.6%, from $17,084,896 for January 1950 to $16,629,928 for January, 1951, the PIB figures showed.

The CBS gain was from $6,133,624 for January 1950 to $6,855,930 for the first month of this year.

The comparative table as released by PIB:

NETWORK RADIO

	Jan. 1951	Jan. 1950
ABC	$ 3,015,164	$ 3,538,491
CBS	6,855,930	6,133,624
Mutual	1,542,887	1,678,888
NBC	5,215,947	5,733,893
TOTAL	$16,629,928	$17,084,896

WLAW TO ABC

Affiliates June 15

WLAW Lawrence, Mass., 50 kw ABC affiliate on 680 kc, will become ABC's exclusive affiliate for the Boston area on June 15, the network said last week. Irving E. Rogers is WLAW president and general manager.

Mr. Rogers

The ABC affiliation with WCOP Boston, one of the Cowles stations, will be terminated as of that date, a network official reported.

Simultaneously with the termination of WCOP's ABC affiliation, the two other Cowles stations will switch networks: WNAX Sioux City-Yankton and KRNT Des Moines, both now ABC affiliates, will move to CBS. The ABC affiliations currently held by these Cowles stations will then be taken over by KSCJ Sioux City and KSO Des Moines, which currently are CBS outlets.

Dr. S. Z. Lorber

SERVICES for Dr. S. Z. Lorber, 65, commentator on WSBC Chicago, were conducted in that city Thursday after his death Tuesday. He also was an editorial writer for the *Jewish Daily Record*.

AFM STRIKE LOOMS

As Locals Vote

A STRIKE against network stations in New York—both radio and television — effective at 6 p.m. Wednesday was voted by AFM New York Local 802's executive board last Thursday, following strike authorization from AFM membership the day before.

The strike was voted subject to approval by the AFM national federation, headed by President James C. Petrillo.

In some quarters the action was seen as reflecting discontent in the New York local over dominance from Chicago, whose Local 10 also is headed by Mr. Petrillo. According to this view, Mr. Petrillo does not desire a strike called at this juncture, and 802's action will have the effect of forcing matters.

Meanwhile, a meeting of the AFM national executive board in New York was called by Mr. Petrillo and set tentatively for last Saturday, the exact time to depend upon how soon the board's scattered members could reach New York.

Negotiations in New York between network officials and AFM representatives, including Mr. Petrillo and officials of New York and Los Angeles locals, seeking to replace local and national contracts which expired Jan. 31, were suspended March 4 without setting a date for another meeting.

Although neither side made public comment, it was understood the networks had presented an overall "package" proposal. Union negotiators found the "package" unsatisfactory, particularly as regards their proposal to ban recordings from the air between 8 a.m. and midnight, but reported the offer back to their respective memberships for final action, it was understood [BROADCASTING • TELECASTING, March 5].

In voting a Wednesday strike deadline subject to federation approval, the 802 executive board emphasized the inflationary rise in living costs and what it considered management's disregard of that factor.

Before Mr. Petrillo and the national federation entered the picture Feb. 1, three weeks of January negotiations between 802 and the networks ended in a strike threat by the local [BROADCASTING • TELECASTING, Feb. 5], believed to have been precipitated by refusal of network spokesmen to agree to retroactivity for any agreements reached beyond the Jan. 31 contracts expiration date.

Local negotiations also were under way in Chicago and Los Angeles.

When Mr. Petrillo presented the national demands and, assisted by representatives of the locals, took over both national and local negotiations, network officials agreed to a two-week period during which any agreement would become retroactive. This period subsequently was extended repeatedly until the cessation of meetings on March 4.

The new-level negotiations proceeded without regard to the wage freeze, which Mr. Petrillo said would be considered only after contracts had been negotiated.

At his entrance into the negotiations, the AFM president brushed away the talk of strike raised by Local 802, pointing out that the television network contract would be the first of its kind and describing federation proposals as "not so tough." Network spokesmen at the time had not had an opportunity to study the proposals, and have made no public comment on them since.

The action taken by Local 802 membership and executive board reflects the New York answer to the networks' proposal.

In Los Angeles, meanwhile, a membership meeting is scheduled for tonight (Monday) to decide on the matter there.

A Los Angeles union spokesman pointed out that both sides of the problem would be presented to the local's membership, which totals 13,500 in the area, in order to find a possible last-minute solution.

Details of the network "package" have not been released, but it is believed to have included a proffered wage increase of 10% for staff musicians, which was met with a counterproposal from the union seeking a 20% increase.

Both local and national contracts having expired, notice of strike action would not be required and either a series of local strikes in New York, Chicago and Los Angeles, or a national strike by the federation, could be called overnight legally, it was understood.

Officials of the American Federation of Radio Artists, Television Authority and International Brotherhood of Electrical Workers had no comment on the question of whether their members would cross AFM picket lines in event of a strike.

Network officials, who are understood to have looked upon the cessation of negotiations as temporary, while their offer was being considered and decided by AFM membership, had no comment on the strike vote.

DISCUSSING radio problems in Mexico are (l to r) Forney A. Rankin, public affairs counselor for the United States Embassy in Mexico; James Shouse, chairman, Crosley Broadcasting Corp. board, who is making a tour throughout Latin America on behalf of the State Dept.; Merrill C. Phillips, International Broadcasting Division of the State Dept., who is accompanying Mr. Shouse, and William E. Webb, information attache, U. S. Embassy in Mexico.

Tower Accident

KSDN Aberdeen, S. D., reported last week that 24 hours after an airplane hit a guy wire and pulled down one of the station's three 265-foot towers, a construction crew was installing a new one. Six days after the accident, the station was again operating with three towers after losing only 25 minutes of airtime for retuning, according to George Crocker, KSDN chief engineer. The plane crashed and burned, killing the pilot.

NAB DILEMMA

Race Wide Open; Haverlin Declines

By J. FRANK BEATTY

PROSPECT that NAB (NARTB) might enter the mid-April convention without a president loomed last week as a special presidential committee resumed its scanning of candidates for one of the nation's major trade association jobs.

However, NAB (NARTB) will have a chairman of the board starting April 1 when Justin Miller steps from his presidency to the board chairmanship of the successor National Assn. of Radio & Television Broadcasters.

The presidential race, which for a time had narrowed down to one person—Carl Haverlin, president of Broadcast Music Inc.—was thrown wide open when Mr. Haverlin notified the special committee he was declining the NAB presidential offer [BROADCASTING • TELECASTING, Feb. 19, et seq.].

A long list of presidential timber confronted the special committee as it scanned the radio and other fields. The committee has a board mandate empowering it to hire a president for NARTB and arrange an adjusted salary scale with Judge Miller.

Apparent at the weekend was a move to draft William B. Ryan, now president of Broadcast Advertising Bureau, as president-general manager of NARTB. Mr. Ryan resigned in January as NAB general manager, having served since last spring, and immediately assumed BAB direction. He agreed to serve NAB in an advisory capacity in the transition period.

NAB members voted overwhelmingly in favor of changing the association into a two-ply broadcasting-telecasting organization, with TV having relative autonomy to work out its own problems under the common banner.

By-Laws Vote

The vote to change the by-laws was 667 in favor and 49 against, with 17 ballots void [CLOSED CIRCUIT, March 5]. Balloting ended at midnight, March 3.

This vote means that NAB will become NARTB April 1 when formal incorporation papers are filed in Delaware.

During the next fortnight NAB headquarters will operate without its president, Judge Miller having left Friday for Havana on the first leg of a Latin American tour on behalf of the U. S. Advisory Commission on Information. He returns March 24.

His absence creates a headquarters operating problem. In technical charge is Mr. Ryan, who is believed to hold his original powers as general manager under his NAB board contract signed last April. He took over the BAB Inc. presidency last Feb. 1, having been elected by the BAB board.

There again rises a problem in protocol, since BAB Inc., successor to the BAB bureau of NAB, while a corporate entity doesn't have its own funds until April 1.

For practical purposes, however, business as usual is prevailing at both NAB and BAB. Arrangements for the April 15-19 NARTB convention are going ahead rapidly under direction of C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director and convention program executive; Eugene S. Thomas, WOR New York, chairman of the board convention committee, and Arthur C. Stringer, retained to manage the

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OPEN RESEARCH FORUM

Set March 19

LEADING research specialists representing marketing, advertising and broadcast industries will join March 19 in an open forum designed to crystallize professional thinking on the radio research problem.

Three organizations will participate — the American Marketing Assn., New York chapter; New York Radio & Television Research Council and Radio Executives Club of New York.

The gathering of selling, distributing, advertising and media figures will discuss, and then take apart, the report of the Special Test Survey Committee issued March 2 [BROADCASTING • TELECASTING, March 5].

This report was submitted by a committee recruited to suggest ways of clearing up the confused radio-TV research situation.

The special committee's report drew two quick reactions last week, both from research firms:

● A. C. Nielsen suggested steps be taken to provide valid information which can be projected nationally and permit sound timebuying decisions.

● C. E. Hooper proposed that advertisers, agencies and broadcasters join in a non-profit measurement project to provide a single-standard measurement.

Origin of the drive to reduce the research puzzle to common terms was an advertisement published in BROADCASTING • TELECASTING by Stanley Breyer, commercial manager of KJBS San Francisco. A committee was formed to suggest steps that could be taken to solve the research dilemma, with a number of leading buyers and sellers of time taking part in preparation of the report made public March 2.

Capacity Attendance Seen

An auditorium full of leading research figures is expected at the March 19 forum, to be held at the Hotel Shelton, New York. Edgar Kobak, station management consultant and NAB board member, will be emcee. Members of the special test survey committee will participate and will explain the committee's recommendations.

After the report has been laid before the meeting, committee members will serve on a panel that will accept questions from the floor and then take part in a research battle-royal.

The special committee recommended that NAB take the lead in launching a $140,000 project designed to analyze radio-TV audience measurement methods, compare available data and conduct original field experiments to show why different survey techniques agree or disagree.

A study of the various techniques used in measuring the broadcast audience to determine which provides the most accurate information should be only the first step in the appraisal, Mr. Nielsen, president, A. C. Nielsen Co., which uses the Audimeter (mechanical recorder of dial turnings) method of counting listeners, said.

Commenting on recommendations of the Special Test Survey Committee for Evaluating Audience Research, Mr. Nielsen said that the committee also should study the projectability of the findings of the various methods. "Regardless of the accuracy of the information from any one home," he said, "unless the technique can be applied to a true cross-section of all U. S. homes, the information is either non-projectable or projectable to only a limited area."

Another important consideration is the "amount and kind of information" each research technique provides, Mr. Nielsen noted. "Obviously," he said, "it should provide information for the entire broadcast day, which normally runs to 19 hours and for some stations as much as 24, and the information should be equally accurate for all times of the day." (Mr. Nielsen's reference to the "entire broadcast day" was taken as a sideswipe at the coincidental telephone technique used by C. E. Hooper Inc., which cannot continue through the night for fear of disturbing too many sleepers.)

Mr. Nielsen said that when, as is now the case, what is sought is a means to measure the relative accuracy of the various yardsticks, "the obvious thing is to look for a master yardstick against which to measure the others." But, he continued, "there is no such master yardstick. Every research technique proposed as a standard is characterized by certain features which are inherent in one or more of the techniques to be appraised, features which themselves are sources of possible error."

Mr. Nielsen continued: "One of the committee's recommendations is to compare the results of various research services in the same cities. Whatever the purpose may be, one of the results will undoubtedly be to invite people to score the various services on the 'average' basis, despite the lack of any research or statistical justification for doing so.

"Does this mean that the relative ability of various techniques to provide accurate findings cannot be determined? Not at all. In the search for some 'scientific' evaluator we should not lose sight of common sense and clear thinking as guides. One need but list all possible sources of error and then examine each technique in terms of the sources of error which are inherent in it."

The plan for broadcasters, advertisers and agencies to combine forces in establishing an industry-wide, non-profit organization to

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CONGRATULATIONS are exchanged by Oscar Katz (l), CBS director of research, and Charles A. Wolcott, vice president in charge of sales and service, A. C. Nielsen Co. Radio-TV Div., following signing of a new long-term contract covering National Nielsen Radio Index Service (story page 42).

RADIO SELLING

Ryan Outlines Problems Facing Broadcasters

THE JOB facing broadcasters in selling radio as a medium was outlined to the Boston Radio Executives Club at the Hotel Touraine last Wednesday in a fighting speech by William B. Ryan, making his first public appearance as president of BAB. Presiding was Harold E. Fellows, president of the Boston REC and general manager of WEEI.

Mr. Ryan

Although BAB hasn't set up a blueprint yet, Mr. Ryan told the radio executives that the objectives have been set, that BAB will be a service organization supplying important facts and information and, in answer to a question from the floor, that it will sell radio and is not designed to do anything for television.

He urged the industry to start thinking, to re-examine itself. "There are so many obvious, inherent values in radio that advertisers have bought without demanding basic facts. We've reached the point now where we must find out what we have," he declared.

The broad base to start with, BAB's president said, is a consideration of these factors: Number of receivers or circulation, position with respect to affections of buyer and listener, whether radio is stronger or weaker in the opinion of station and network operators, whether fundamentally sound or weaker as to function of radio as an advertising medium, and whether it is intelligently and forcefully sold or done so apologetically.

Arming the group with facts and figures, he pointed to 44 million radio homes and 95% saturation of homes, or the greatest advertising circulation of any medium.

With respect to the affections of the buyer, Mr. Ryan questioned: "Why are operators jittery about radio? The buyer isn't." For proof, he offered FCC figures on gross revenue showing increases in local retail and national spot in the past few years.

Quoting numerous figures to illustrate radio's status in the affection of listeners, he emphasized the increase in set purchases both in TV and non-TV homes and a 30% increase in radio listenership in TV homes in the past year.

"The reactions of buyer and public are beginning to revive the faith of operators after a period of panic," Mr. Ryan continued. "They've gained heart and are beginning to stick out their chests."

Family Institution

Radio's soundness as a family institution and a medium of advertising is evident from a number of facts, BAB's head declared. He pointed to its growth in strong TV markets and, referring to the Assn. of National Advertisers, charged: "It has no right to take a collective approach on cutting rates. The ANA has not done any basic research on TV in radio homes. I hope broadcasters will have enough guts to insist that any cutting of rates will be done by you as operators."

BAB, he forecast, hopes to provide pertinent research so that station managers can more accurately evaluate and know where rates are too high or low.

BOND POSTED

C & W Faces Prosecution

FACING prosecution by the U. S. Government on 17 counts of mail fraud for their pre-holiday Christmas tree ornament "pitch" deals offered on radio and television [BROADCASTING • TELECASTING, March 5], Harold Cowan and Ralph Whitmore, operators of Cowan & Whitmore Enterprises, Hollywood, have in addition two law suits pending against them.

Assigned claims of Luis Kutner, Chicago attorney, David L. Jacobson has filed suit in Los Angeles Superior Court for $7,000. Mr. Jacobson is asking $5,000 to cover checks Messrs. Cowan and Whitmore assertedly issued to Mr. Kutner on which they stopped payment.

Mr. Kutner represented Messrs. Cowan and Whitmore in early January when they first faced Federal Grand Jury investigation.

The two are also facing a breach of contract suit from owners of Endure [BROADCASTING • TELECASTING, Feb. 26].

Messrs. Cowan and Whitmore have posted $2,500 bail each and are scheduled to appear in the court next Monday (March 19) for arraignment and plea.

ATLANTIC BASEBALL

'51 Budget Greater

ATLANTIC REFINING Co., long one of the leading sports broadcasters, enters its 16th consecutive year of professional baseball coverage, with a budget exceeding that of 1950.

Arrangements for the schedule, under direction of N. W. Ayer & Son, Philadelphia, are nearing completion and final details will be announced in a few days. The schedule is confined to Atlantic's marketing area in New England, along the Eastern Seaboard and west into Ohio.

In some cases Atlantic will share sponsorship with sports advertisers such as P. Ballantine & Sons, Supplee milk (Philadelphia) and Rieck-McJunkin dairy firm (Pittsburgh).

Five major and one minor league team will be covered on the 1951 Atlantic schedule, with telecasts of some games arranged or in the planning stage.

Training camp broadcasts of Philadelphia Athletics and Phillies began March 10. All home and away games of both teams will be sponsored until close of the regular season, the Phillies over WPEN and the Athletics over WIBG Philadelphia. A regular network of about 15 stations will be fed from Shibe Park. If there is no home game, road games will be carried.

All daytime home games of the two Philadelphia teams will be televised, divided among WPTZ (TV), WCAU-TV and WFIL-TV. Three pre-season games for the city championship will be televised.

An expanded schedule of New York Yankee games will be fed out of New York to about 18 stations, reaching into the Connecticut Valley to Springfield, Mass., and westward to Scranton and Stroudburg, Pa., starting April 10. Co-sponsorship arrangements are involved.

All Pittsburgh Pirates league games will be broadcast live at home and reconstructed on the road, originating at WWSW for a 19-station hookup.

Live broadcasts of both home and away games of the Boston Red Sox will be carried from WHDH Boston over a New England network of 12 to 14 stations. Training camp coverage began March 10. Twenty home games, day and night, will be telecast on WBZ-TV and WNAC-TV as well as WJAR-TV Providence.

All home games of the Baltimore Orioles will be broadcast play-by-play, and games away will be reconstructed, on WITH that city. Two games a week may be telecast on WMAR-TV Baltimore, under plans still in the tentative stage.

In addition Atlantic is expected to sponsor Liberty network games in several southeastern cities.

P. Ballantine & Sons will cover spring exhibition games of four major league teams, according to Henry Gorski, advertising manager. Clubs are Yankees, Phillies, Braves and Athletics. Joining the brewery on WINS New York for Yankee games will be White Owl cigars. Atlantic, Supplee and Ballantine will share Philadelphia sponsorship. Ballantine will be sole sponsor of Braves games on WNAC Boston.

Yankee Pre-Season Games

Final six games of the Yankee pre-season tour will be heard on 18 stations. Philadelphia and New England hookups are involved in shared sponsorship.

WNAC-TV will share home games of the Braves with WBZ-TV, both under Ballantine's sponsorship, and WJAR-TV will carry this schedule, according to the brewery. All day and 14 night games of the Braves will be telecast. Yankee Network is carrying all Brave games as well as exhibition games, starting March 10.

For the 10th consecutive year Goebel Brewing Co., Detroit and Muskegon, Mich., is sponsoring all home and away games of the Detroit Tigers, plus 26 training camp games [BROADCASTING • TELECASTING, March 5]. Thirty-five Tiger home games will be televised.

Miller Brewing Co. will sponsor Brewer's games on WEMP Milwaukee for the 10th consecutive year. Earl Gillespie, new WEMP sports director, will handle play-by-play.

Mr. Gillespie

MBS's *Game of the Day* major league baseball broadcasts for the 1951 season will be available to local and regional advertisers, Bert Hauser, co-operative program director, announced last week.

Advertisers have three choices: Sponsorship of a complete game; a 60-second spot at game's beginning; or 30-second spots at the end of each half-inning, he said.

Thirty-one states, from Florida to Oregon, beginning April 16, will receive the broadcasts. Stand-by units for carrying alternate games

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FOR the 10th consecutive year, the Goebel Brewing Co. of Detroit and Muskegon, Mich., will sponsor play-by-play broadcasts of all home and away games of the Detroit Tigers. Richard E. Jones (l), WJBK Detroit, and Edwin J. Anderson (r), Goebel president, sign the contract making WJBK the key station in the 38-station Goebel Baseball Network. Looking on is Harry Heilmann, veteran sportscaster, who will handle the broadcasts. Agency is Brooke, Smith, French & Dorrance Inc., Detroit.

RATES TOP ANA AGENDA

For Spring Meet

RADIO RATES, target of the Assn. of National Advertisers in an unsuccessful campaign last summer, will move into the spotlight again in a special and closed radio and television session during ANA's spring meeting March 28-30 at Hot Springs, Va. [BROADCASTING • TELECASTING, Feb. 26].

The advance program for the meeting, released last week, also indicates that there will be opportunities for the inflammatory subject to arise at other sessions throughout the three-day meeting.

The ANA's new radio rate study, which has been in progress for several months, late last week was said to be in the process of being checked and cleared for early distribution. Authorities felt it unquestionably would be a focal point of ANA discussions.

This study, covering radio rates in TV markets, follows one prepared last summer which held that rate cuts ranging up to 50 and 55% for some stations in TV markets might be mathematically "reasonable." The ANA drive on radio rates based on that study finally was abandoned.

"Trends in Radio Time Values" will be one of the subjects for a panel discussion in the radio-TV session Thursday afternoon, March 29, along with "Daytime TV" and "evaluation of Radio and TV Research Services." The speakers were not announced.

Other features scheduled for the radio-TV session are "Typical Techniques and Costs of TV Film Commercials," by Don L. Kearney, assistant sales manager for TV, The Katz Agency; "Successful Ways to Merchandise Your TV Advertising," by Willson M. Tuttle, vice president of Ruthrauff & Ryan, and "Advertisers' Obligations in Radio and TV Programming," by a speaker to be announced.

Advertising Costs

In another session, also Thursday afternoon, "Advertising Costs, Yesterday and Tomorrow" will be surveyed by H. H. Dobberteen, vice president and director of media, Benton & Bowles. His address is described as "a comprehensive survey of advertising costs for the past decade showing what has happened in each medium; the degree to which efficiency has been affected; the effect on a typical budget; the influence of inflation; and a look at the future in terms of what advertiser, agency, and media can do about increased costs."

In a Wednesday afternoon session (March 28) Lowell McElroy, ANA vice president, will discuss "Advertising Plans of ANA Members," which is described as "results of a new ANA survey to get the current score on budgets, media, themes, etc."

The program is geared to the theme of "Advertising In a Defense Economy," with speakers to include Arthur C. Fatt, executive vice president, Grey Adv. Agency; Don Hause, Armour & Co., chairman of the merchandising and advertising steering committee; Fred Manchee, executive vice president in charge of marketing and merchandising, BBDO; Samuel G. Barton, president, Industrial Surveys Co.; Carl Haecker, manager of display, RCA.

George McMillan, vice president of the Bristol-Myers Co. and chairman of the ANA government relations committee, will be moderator of a panel discussion of "How Shortages and Priority Orders Will Affect Advertising and Merchandising Facilities." Subjects to be covered include "What Are the Television and Radio Set Manufacturers Planning?" and "Will Shortages of Film Affect Television?", along with the prospects of newsprint rationing and of higher magazine rates.

"What Changes, If Any, in Media Selection and Use During Periods of Product Shortages?" will get the attention of a panel in a Thursday Morning (March 29) session on industrial advertising. H. T. Rowe, advertising manager, International Business Machines Corp., will be in charge.

Among principal speakers at the closing session Friday morning, March 30, will be Army Secretary Frank Pace, who will discuss "The Global Situation as seen by the Pentagon." At the annual ANA dinner the preceding evening, William H. Laurence, science editor of the *New York Times*, will discuss "What Atomic Energy Means to U. S. A. in War—in Peace."

duPONT CITES

Swayze, WFIL-TV, WAVZ

NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven last Saturday were presented with the 1950 Alfred I. duPont memorial awards at a dinner at the St. Regis Hotel, New York.

Inclusion of a television commentator and a TV station among the award winners marks the first time that the awards committee has recognized television as on a par with radio. duPont awards in former years, since they were first presented in 1942, have been made exclusively in the field of radio, although last year two special citations were made for outstanding achievements in television — to ABC-TV and to WPIX (TV) New York.

With this full recognition of television, the name of the award-making foundation was changed to include television as well as radio and now reads "Alfred I. duPont Radio and Television Awards Foundation." The foundation, established by Mrs. Jesse Ball duPont in memory of her late husband, is set up on a perpetual funded basis which assures an uninterrupted continuity of these annual awards, each of which carries with it a cash gift of $1,000.

Presented each March, the awards are designed to honor the late financier by perpetuating "his profound interest in science and industry and his unwavering devotion to the welfare of his country and of humanity." Language of the awards and the reasons for them is fixed by the agreement of the foundation and reads the same from year to year.

The station awards—made to one station with high power and wide coverage, this year WFIL-TV, and to a low power station with more restricted coverage, this year WAVZ—are presented to two stations located within the continental

Mr. Knauth

Mr. Annenberg

United States "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations. . . ."

The commentator award received by Mr. Swayze is conferred "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio and/or television."

The awards were received by Mr. Swazey; Walter Annenberg, president, Triangle Publications, licensee of WFIL-TV; Victor W. Knauth, president, WAVZ Broadcasting Corp.

Mr. Swazey is featured as commentator on the Monday-through-Friday *Camel News Caravan*, telecast on the NBC-TV network at 7:45-8 p.m., and as permanent "anchor man" on the panel which attempts to guess *Who Said That?* on NBC-TV, Monday, 10:30-11 p.m.

Awards ceremonies were filmed by International News Service and edited for distribution to TV stations through the INS video newsreel subsidiary, Telenews Productions Inc.

The 1950 awards committee members were: Mrs. duPont; Dr. Francis P. Gaines, president, Washington & Lee U.; M. H. Aylesworth, radio consultant and NBC's first president; Ben McElway, publisher, *Washington Evening Star* (WMAL); Mrs. Hiram Houghton, president, National Federation of Women's Clubs.

Mr. SWAYZE

* * *

Those scheduled to attend the dinner Saturday included:

Frieda Hennock, FCC Commissioner; William H. Goodman, secretary of the Alfred I. duPont Radio & Television Awards Foundation; Mrs. duPont; Dr. Gaines; Mr. Aylesworth; Mr. Annenberg and Roger Clipp from WFIL-TV; Mr. Kanuth and Daniel W. Kops from WAVZ; Vice Chairman Mark Woods, President Robert Kintner, Board Chairman Edward J. Noble, ABC; Board Chairman Niles Trammell, NBC; President Frank White, Mutual; Hubbell Robinson, CBS vice president representing President Frank Stanton; C. Edmund Allen, United Press; Oliver Gramling, Associated Press; William McCambridge, Press Wireless; Ben Gross, *New York News;* Woodrow Wirsig, *Look* magazine; Bruce Robertson, BROADCASTING • TELECASTING; The Cities Service Green and White Quartet, comprised of Edward Hagen, Floyd Sherman, Leonard Stokes and J. Alden Edkins, and their accompanist and arranger, Kenneth Christ, who presumably will sing for their dinner.

AD COUNCIL

Cone Named Board Chairman; Campaign Plans Covered

FAIRFAX M. CONE, board chairman of Foote, Cone & Belding, New York, Chicago and Los Angeles, was elected chairman of the board of the Advertising Council at the annual meeting of council directors in New York last week.

Mr. Cone succeeds Samuel G. Gale, General Mills vice president in charge of advertising, home service and public services, who becomes chairman of the board's planning committee.

Mr. Cone

Re-elected as vice chairman of the board were Lee H. Bristol, president of Bristol-Myers Co.; Louis N. Brockway, executive vice president of Young & Rubicam Inc., and Philip L. Graham, publisher of the *Washington Post*, which controls WTOP Washington. Mr. Graham also was appointed chairman of the board's executive committee.

Council President Theodore S. Repplier was re-elected to a sixth term, and Allan M. Wilson and George P. Ludlam were re-elected as vice presidents. Frederic R. Gamble, AAAA president, and Paul B. West, ANA president, were re-elected as secretary and treasurer, respectively.

Mr. Cone, who follows Mr. Gale as the second midwestern business leader in the post, has been a director of the council for three years, and next month completes a year's term as AAAA chairman of the board. He also is a director of the Advertising Federation of America, Chicago Assn. of Commerce and Chicago Community Fund, as well as a newly-elected trustee of the U. of Chicago.

A campaign to educate citizens throughout the country in methods of meeting an atomic attack will begin next month, Mr. Cone said, first on network radio and continuing in other media. Although plans are not fully formulated, he said it would be a "personal preparedness" drive to tell people what to do if an attack comes, invite writing-in for printed instructions to post in their homes, and to alert them for further information from their State Civilian Defense headquarters.

Meeting in May

Mr. Cone mentioned also the television allocation plan, instituted three months ago and similar to the radio allocation plan in previous use. Forty-three advertisers and four major TV networks have voluntarily joined the plan, he said, which allocates donated air time to public service message requests and needs.

A meeting of the council's board will be held May 10 in Detroit to make a general presentation of council operation and its results to business men there, according to Mr. Cone. Other meetings are planned, he added.

TRADE RULES

Radio-TV Conferences Urged

TRADE practices conferences covering the radio and television industry were proposed in a notice released Friday by the Federal Trade Commission.

Although no date was set for the meetings, which will look to proposed trade practices rules covering the radio-TV manufacturing industry, it was announced that when held the sessions will be presided over by FTC Chairman James Mead.

James D. Secrest, general manager of Radio-Television Mfrs. Assn., asked FTC for the conference last November following action by the RTMA board.

Trade practices rules covering the radio receiver industry were released by FTC in 1939. In this present proceeding the rules will be brought up to date for this phase of the industry and expanded to cover television as well.

WYATT & SCHUEBEL

Named by Two More Agencies

TWO more advertising agencies, Westheimer & Block, St. Louis, and Liller, Neal & Battle, of Atlanta, have named Wyatt & Schuebel as their representative advertising agency in New York.

Among the agency clients already signed by the firm are Doyle Dane Bernbach Inc., New York, and Honig-Cooper Co., San Francisco [BROADCASTING • TELECASTING Jan. 29].

Accounts handled by Westheimer & Block are Bettendorf's Super Markets, Candy Bros. (Red Cross cough drops), Eckrich Packing Co. (meat specialties), Hy-Test Shoe Co., and Schutter Candy Co., among others.

Among accounts serviced by Liller, Neal & Battle are the following: Allied Drug Products Co., Armour Fertilizer Works, Brown Candy Co., Colonial Stores, Big Star Super Markets, Liberty Life Insurance, National NuGrape Co., Puritan Mills, and U. S. Beverage Foundation.

TOP PRIORITY

Electronics Industry Reassured

By JOHN OSBON

ELECTRONICS' position as an "important industry" with top priority has been perceptibly strengthened on the government level within the past fortnight.

Official recognition came on the heels of a new round of discussions among federal production authorities and components-equipment industry representatives. The meetings were designed to clear the air for more fruitful use of U. S. electronics and communications resources.

Mr. Weiss

Equipment and parts manufacturers last week were heartened by the assurance that "as far as the defense effort is concerned, there is no more important branch of industry than electronics." Still hanging fire, however, was the consumer phase—whether adequate replacement parts would be made available to home owners of radio and television receivers.

Importance of electronics was stressed by William H. Harrison, Defense Production Administrator, and other government officials, and reflected in a series of significant developments, chief among them:

● Appointment of Lewis Allen Weiss, former board chairman of Mutual Broadcasting System, and Don Lee Broadcasting System, as director of National Production Authority's Office of Civilian Requirements, set up to assure an adequate supply of raw materials for civilian consumption.

● Promise by NPA that it will study suggestions that parts manufacturers be permitted to continue production at the present rate and also to provide an additional 50% output to maintain radio-TV sets and other civilian equipment in operating order.

● Expansion of NPA's Electronics Products Division to handle problems dealing with radio-TV transmitters and receivers, tubes, and industry metals conservation program.

Earlier Actions

These developments cut across earlier actions designed to:

(1) Assure that radio and television stations and other commercial equipment users would not be lacking in transmitters and other products for "maintenance, repair and operation"—so-called "MRO" orders. A set parts repair program was under study by NPA last week.

(2) Cut back use of steel in sets to 80% and copper to 75%, and continued aluminum curtailment of 35%—for April-June.

Mr. Weiss, who has been serving as a consultant within OCR [BROADCASTING • TELECASTING, Jan. 29, CLOSED CIRCUIT, Jan. 15], is directing a program "to assure maintenance of goods and services essential to the civilian economy," according to Manly Fleischmann, NPA administrator.

As the claimant agency, OCR and Mr. Weiss will survey possible shortages, weigh civilian requirements against defense needs and make recommendations designed to avert damage to the civilian economy. It is expected that OCR will give civilian equipment users, including radio and TV manufacturers and, indirectly, the entire broadcast industry, a voice in government planning.

Mr. Weiss' office will integrate controls exercised by NPA over consumer goods, acting as liaison with manufacturers and distributors. Officials stressed that OCR's real effect probably will be felt later this year or early next when the impact of mobilization is expected to cut sharply into civilian production.

Mr. Weiss was board chairman of Mutual from 1947 to 1949, retiring as a member in November 1950. He also served as president and director of the Don Lee Broadcasting System, Pacific Northwest Broadcasting System and California Broadcaster Inc. from 1943 until last year.

Expansion of electronics activities within NPA has been revealed by Donald S. Parris, deputy assistant, NPA Electronics Products Division, under which the new sections will function.

Unofficial Outline

Under present plans, the structure shapes up unofficially in this manner: L. H. Niemann, tubes; E. M. Nyhen, radio-TV; J. A. Milling, end equipment; Edward W. Glacy, conservation programs. These officials will work with Mr. Parris and John Daley, chief of the Electronics Division. A staff of perhaps 20 will put the division on a solid working basis.

The cobalt and nickel problems arose in a series of conferences between NPA authorities and representatives of industries concerned with manufacture of speaker magnets, which utilize cobalt heavily, and tubes, including miniature units.

Loud-speaker makers have stressed that civilian radio-TV output hinges largely on fresh supplies and felt the allocation program, now operating on a 80% use basis with authority required from NPA, should be reanalyzed.

NPA officials indicated they are reviewing cobalt in view of current conservation measures and use of substitute metals and expressed belief the industry will have enough to get by during March. The speaker magnet problem will be studied thoroughly.

Mr. Niemann promised to look into the tube situation, which was posed by the Joint Electronic Tubes Council in its plea for more available nickel for all tube production. The supply is fast running out, industry representatives told NPA.

In addition to tubes, problems relating to conservation, end uses, and radio-TV transmitters and receivers will be looked into, NPA promised, mentioning formation of new sections for that purpose.

Assurance that the nation's communications and electronics equipment would be kept in good working order despite shortages of raw materials was given in an order permitting assignment of priority ratings for procurement of equipment and supplies for "maintenance, repair and operation of their present facilities." It spe-

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RADIATION CONTROL

FCC Approves Change

APPROVAL of a proposed Communications Act amendment, designed to give the Defense Dept. control of non-broadcasting radiation devices without extending present radio-TV controls, was tendered by FCC last week in comments filed with the Senate Interstate & Foreign Commerce Committee.

While the text of the reply was withheld by the committee, it was known that the Commission has generally approved the staff proposal, with certain reservations.

The committee, headed by Sen. Ed C. Johnson (D-Col), who introduced control legislation at the request of the military, was still studying further amendments to the measure (S 537) which, if enacted in present form, would give the President authority to silence not only radio and television broadcasting but other radiation devices. The former power is already clearly defined under the Communications Act.

The committee still was awaiting replies from the Defense Dept. and the Radio-Television Mfrs. Assn. on its substitute plan to rewrite Sec. 606 (c) of the Act, providing for inclusion of certain devices capable of serving as a navigational aid to attacking enemy forces. NAB already has indicated that "slight modifications" in the committee proposal would serve the desired purpose [BROADCASTING • TELECASTING, March 5, Feb. 26].

FCC APPROVAL was granted last fortnight to assignment of license of WDSU-AM-FM-TV New Orleans from Edgar B. Stern Sr. to WDSU Broadcasting Corp. Consideration involved was $1,185,000 [BROADCASTING • TELECASTING, March 5]. Officials of the new operating corporation are Edgar B. Stern Jr. (inset), who owns 67% of the stock, and (l to r) Lester E. Kabacoff, executive assistant, who holds a 3% interest; Robert D. Swezey, executive vice president and general manager, 20%, and Louis Read, vice president and commercial manager, 10%.

No Air Force Reply

The U. S. Air Force, which represented the Defense Dept. at hearings on the controversial bill, had not filed its reactions late Thursday, although its chief witness, Maj. Gen. Francis Ankenbrandt, USAF communications director, earlier had indicated informally the substitute would be acceptable.

There was speculation last week, however, that the military may be awaiting comments from the Air Defense Command on FCC's projected plan covering the role of broadcast stations in the event of all-out emergency. The Commission had forwarded its two-pronged

(Continued on page 68)

FUNCTIONAL MUSIC — Stations Contend It's Legal

FUNCTIONAL music or "planned programming" has been a blessing to FM and the listening public, has violated no FCC rules and is not the evil inferred by FCC's open letter inquiry into the operation of four FM stations, announced in late January.

That's the sum-and-substance reply the Commission got last week from the four FM outlets involved —WFMF Chicago (WJJD Inc.), WLRD Miami (Mercantile Broadcasting Co.), WACE-FM Chicopee, Mass., and KDFC Saulsalito, Calif. (Sundial Broadcasting Corp.).

The Commission's detailed inquiry into each station's policies and practices [BROADCASTING • TELECASTING, Feb. 5] questioned whether the "planned" music operation (1) justified classification as "broadcast" rather than "point-to-point"; (2) pre-empted broadcast frequencies for uses for which wire lines might be employed; (3) otherwise violated FCC rules on log entries and announcements as to identification of the station, commercials and mechanical transcriptions.

Inquiry also was made by the Commission on such policy issues as the degree of program control effected by the licensee and the general public service rendered.

All four of the stations, through contracts with affiliated music service firms, transmit supersonic tone signals along with the regular program fare. These supersonic signals turn on or off the special receivers installed on the premises of stores, restaurants, industrial plants and other subscribers to the various specialized services. Some include background music with all vocal announcements deleted while others allow certain announcements to be heard, depending on the desire of the subscriber.

Stations' Reply

Among the contentions made by the four stations in their replies to FCC's inquiry were the following:

• Two of the four said they had been established because of the bright future foreseen for FM and encouragement given by the Commission and others, but turned to functional programming in a last effort to keep a service on the air. The other two indicated they specialized for competitive reasons.

• FCC itself, even in its Blue Book, has recognized the value and approved of specialized programming. General public response further has acclaimed the operations to be in the public interest.

• All indicated they program for the specialized interests (music, or music and news) of the general public and were not programming to a special group at the expense of the general public. Diversity of program fare, large number of public service announcements and programs were pointed up. Civil defense aspects were also noted.

• All four licensees emphasized strongly they retain full program and operational control, as required by law. They cited provisions of contracts with the music service firms which required full compliance with FCC rules.

• All announcements and log entries required by FCC are made. Desire and practice of certain individuals such as subscribers to delete portions of program fare is not within FCC jurisdiction. That stations provide this switching service is incidental to and in no way impairs their regular general program service.

• Two of the stations, WFMF and WLRD, said they had been injured by the nature of FCC's inquiry and the manner in which it was issued, citing use of the Commission letters by competing wired-music firms in sales arguments.

Concerning the manner in which FCC handled its investigation, WFMF stated:

Station WFMF has been injured and aggrieved as a result of the manner in which the Commission made available for public circularization the subject letter . . . That action was unwarranted, and the unjustified implication that, not only station WFMF, but also the other stations which have arrangements for the same or similar services, are willfully violating the Commission's rules . . . and the Communications Act . . . is without known precedent.

At least one enterprise which is admittedly engaged in the business of furnishing a "planned music service" by the use of wire lines has utilized that unfair incident as a capricious propaganda measure at the commercial competitive level.

The right of qualified licensees to be permitted to develop legally and effectively the art of FM broadcasting is an inherent right. The abrogation of that right by unwarranted regulatory practice, which may be construed to be arbitrary and capricious, is not consonant with any precepts of the American system of broadcasting, and, in fact, is contrary to the mandate of Congress . . .

WLRD on this subject stated:

. . . WLRD regrets to state that it and [Twin City Sound System Inc.] have been done great harm by the wording of the Commission's public notice . . . inasmuch as copies of this notice have been circulated by salesmen for the various wired music companies and have been shown to various customers of Twin City as "proof" that WLRD was "guilty" of vicious and pernicious violations of the law and that WLRD's license would be revoked any day if not any minute. The Commission's processes have thus been subverted to serve the private ends of the wired music companies.

We cannot but feel that the tone of the Commission's letter . . . and the widespread publicity given to it by the Commission's placing mimeographed copies on the press table for public distribution, is most discouraging, to say the least, to such as us who have been suffering with FM these several years.

We trust that in its consideration of this letter the Commission shall adopt a constructive and helpful attitude toward encouraging FM broadcasting. We request that the Commission permit WLRD to continue its present type of operation. Such permission is a necessity if FM only stations, such as we, are to survive and even more fundamental, if the bright future predicted for FM by the various members of the Commission is ever to materialize.

REED NAMED

'Voice' Eyes Industry Unit

PLAN for an 11-man industry group to "augment and complement" the Voice of America and other State Dept. information activities was shaping up on the government level last week following the appointment of Philip D. Reed, board chairman of General Electric Co., as chief of a General Business Committee of the U. S. Advisory Commission on Information.

Department officials revealed that it would soon send one of its officials—possibly accompanied by one of the advisory members—to Europe to study progress of the current "campaign of truth." James D. Shouse, board chairman of Crosley Broadcasting Corp. and vice president of Avco Mfg. Co., reportedly has survey European operations and is prepared to report on the South Pacific area [CLOSED CIRCUIT, Feb. 5].

The new industry group already had held one meeting and plans to meet again soon, it was explained. Committee members include Sigurd S. Larson, president of Young & Rubicam, who has served as a consultant on Voice operation [BROADCASTING • TELECASTING, March 5]; William Robbins, vice president, General Foods Corp.; J. F. Spang Jr., president, Gillette Safety Razor Co., and others.

Barnard Joins State

THURMAN L. BARNARD, executive vice president of Compton Adv., New York, has been granted a six-month leave of absence by the agency's board of directors to devote his full time to the expanding program of the information division of the State Department [CLOSED CIRCUIT, Feb. 19]. Mr. Barnard, chairman of the plans board and a director of the agency, plans to take over his Washington post as consultant late this month.

Mr. Barnard

EMERGENCY ROLE

Radio-TV Ready, Heslep Says

RADIO stands prepared to carry out a major role in the national emergency, augmented by the newer TV industry, Charter Heslep, chief of the Atomic Energy Commission's Radio - Television Branch, told the 10th Annual Conference on Station Problems at the U. of Oklahoma.

Addressing the conference Saturday, Mr. Heslep, a former broadcaster (MBS and NBC), compared the radio industry's present-day position with that just a decade ago when it was merely considered an entertainment medium. Now the need for radio support in a national emergency is attaining wider recognition, he said.

Mr. Heslep said news broadcasting has made rapid strides in a decade. Moreover, he said, the Broadcast Advisory Council and Advertising Council are acting as industry liaisons with defense agencies.

McFARLAND BILL

House Scheduling Near

HEARINGS on the McFarland Bill (S 658) to realign FCC procedures most likely will be held after the Easter recess by the House Interstate & Foreign Commerce Committee, it was learned last Thursday [CLOSED CIRCUIT, March 5; BROADCASTING • TELECASTING, Jan. 29 et seq.].

There were indications that the House committee is having a difficult time in lining up witnesses from the broadcast industry to testify on the bill.

House leadership plans the recess for March 22 through April 1. It was understood that the hearings would be called "promptly," indicating swift scheduling by Committee Chairman Robert Crosser (D-Ohio).

FCC Chairman Wayne Coy will be back from his six-week vacation by then and presumably will be asked to testify on the bill.

In the Senate, Commerce Committee Chairman Ed C. Johnson (D-Col.) pointedly said in the *Congressional Record* last Tuesday that "undoubtedly this very vital bill will shortly be worked out between the Senate and the House."

Cites Editorial

His remarks were entered along with a reprint in the *Record* of BROADCASTING • TELECASTING's March 6 editorial, "The Plotkin Thickens." The editorial referred to actions by "FCC lawyers in thwarting remedial legislation, keeping inviolate the FCC's record of blocking any changes in the substantive law since 1934." Among these methods cited were the apparent moves by the agency to select "piecemeal" the "sugar-coated provisions" of the bill for Congressional approval, "thereby kicking the bill in the teeth."

The FCC's monitoring bill (HR 1730), to which the McFarland Bill has been attached as a rider, is awaiting approval by the Senate. Also marking time is the FCC request that the Senate Judiciary Committee initiate a radio fraud bill, similar to the postal fraud law. Committee Chairman Pat McCarran (D-Nev.) has scolded the FCC for failing to mention that the radio fraud provision is contained in S 658 that was passed by the Senate.

FCC, it was learned, has acknowledged Sen. McCarran's letter but had little comment to make on its content.

Station Log Rules

RULES amendments have been proposed by FCC to make its provisions for the keeping of station logs applicable to station permittees as well as licensees. Rules would be modified to include the phrase "or permittee" after the word "licensee." Comments are invited by April 2.

Station WHO SUGGESTS

A SIGNIFICANT NEW APPROACH TO TIME-BUYING

The Five-Point System of Programming Evaluation

UNTIL fairly recently, most time-buyers assumed that everything else being equal, the "listener-preference" accorded any station could reasonably be judged by determining that station's "Entertainment Popularity".

Today *local programs* in five other categories usually determine station preference. *News* is the largest audience-builder most stations possess. *Sports* often rank second, with various local *Specific Farm Programs*, *Educational* and *Public Interest* features high on the list. Thus these Five Points of local programming today offer a highly important criterion of station evaluation. . . .

During the next few months, these WHO pages will describe and prove WHO's outstanding achievements in each of these five programming departments—which, in turn, help explain WHO's foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.

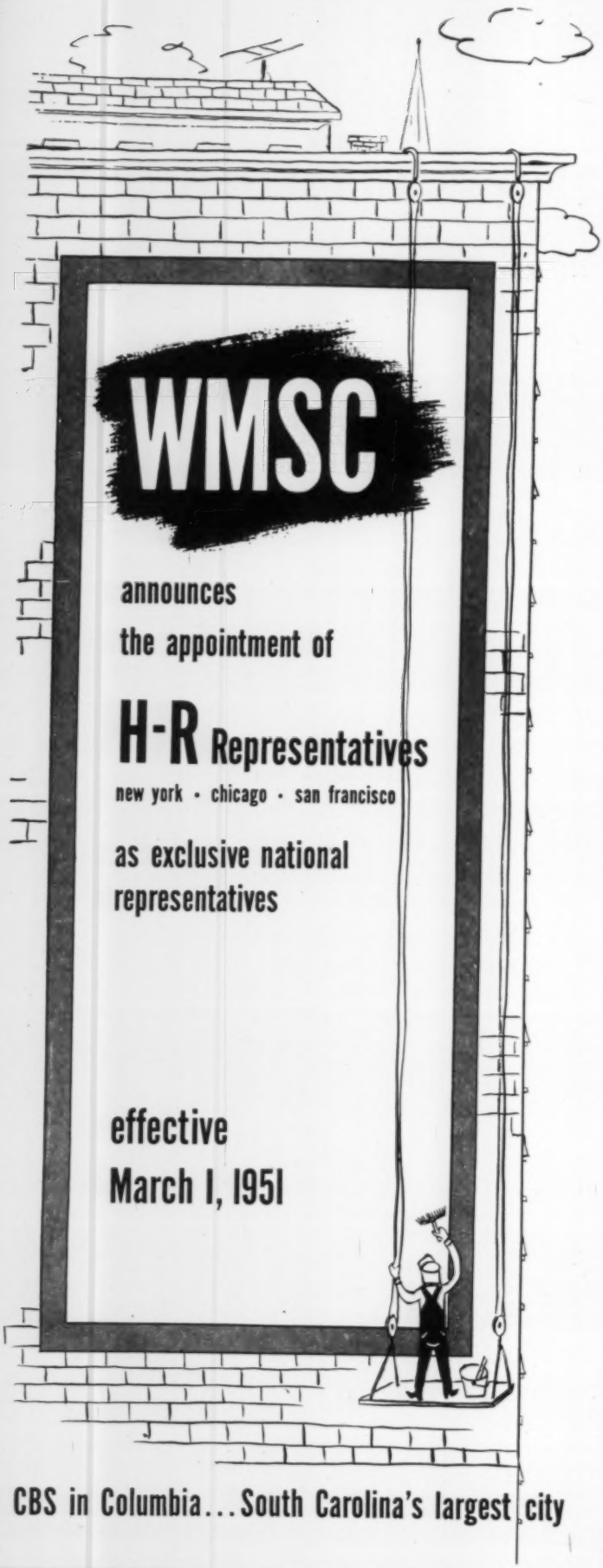
WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives



RADIO-TV TALENT

Hollywood Probe Widens Scope

IN an open hearing against a backdrop of secrecy which veiled the identity of future witnesses, the House Un-American Activities Committee last Thursday launched its inquiry into alleged Communist influences within the entertainment field.

While the first session touched only indirectly on the broadcasting industry, committee officials and a ranking minority member served notice that the probe probably would embrace personalities who have performed dual roles in motion pictures and in radio and television.

The committee heard testimony from V. J. Jerome, identified by the committee as chief of the Communist Party's Cultural Commission.

Revelation of the subpoenas came from Rep. Harold H. Velde (R-Ill.), who asserted that the hearings probably would embrace radio and television, as well as the film industry. Rep. Velde, a ranking Republican minority member of the committee, declined to reveal details on his statement that a former CP member would turn state's evidence and discuss Communism in Hollywood.

Among those for whom subpoenas were issued—though not necessarily served—were Abe Burrows, a television entertainer who appears weekly on CBS-TV's *This Is Show Business*. Mr. Burrows was quoted as saying he could make no "statement now."

Committee authorities emphasized that issuance of a subpena was not to be interpreted as indicating that the committee wanted to question their own activities. The committee also will interrogate personalities with respect to their knowledge of others.

No Definite Agenda

Frank Tavenner Jr., chief committee counsel, said Thursday that the committee had set no definite agenda for further hearings, nor was it divulging possible witnesses. The Hollywood phase of the inquiry is slated to get underway March 21, carry over to the following day and continue after the Easter recess—probably around April 1, according to Mr. Tavenner. He said that "most" of the hearings probably will be open. Part of Thursday's hearing was closed, he noted.

Mr. Jerome, who declined to answer over 100 questions in the Thursday morning session, said he had not registered under the Internal Security Act.

He told the group he had "no knowledge" of reports that Norman Corwin, a writer for the United Nations, had been delegated by the party or related organizations to infiltrate radio or TV guilds or unions. Mr. Corwin had been identified with Communist-front organizations in previous committee documents.

Meanwhile, in a check made late Thursday by BROADCASTING • TELECASTING, it was learned that no exclusively radio-TV personalities in Hollywood had been summoned by the House Un-American Activities Committee to testify. None, so far, had been served subpenas, it was said.

NARBA TREATY

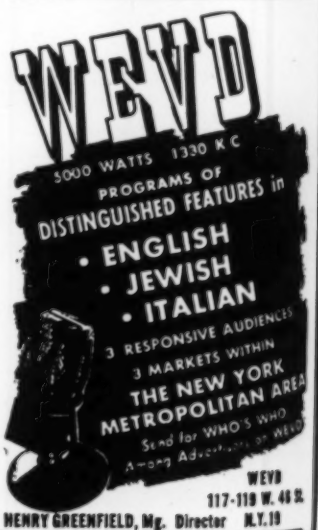
NCAB Approves Agreement

NORTH CAROLINA Assn. of Broadcasters last week rallied behind the new NARBA agreement currently in the Senate for ratification [BROADCASTING • TELECASTING, March 5, Feb. 26, 12]. The association last Monday advised its membership that the executive committee had studied the treaty, which provides for distribution of frequencies among North American countries, and was convinced "that North Carolina radio stands the greatest to benefit" with ratification of the act.

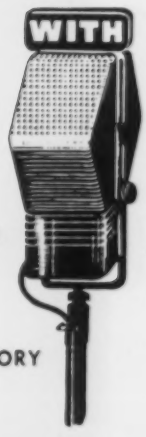
NCAB saw NARBA not only as a means of protecting present allocations, but of paving a way for a decision in the clear channel proceedings. The association also declared that the treaty limits Cuban use of U. S. I-B channels; gives the United States latitude in shifting its I-A assignments, and, if desired, permits increasing the number of stations on these channels without losing I-A protection status.

NCAB also disclosed it had retained Andrew G. Haley of the Washington law firm, Haley, McKenna & Wilkinson, to appear in its behalf before the Senate Foreign Relations Committee if the full-scale hearings on NARBA are held, as is generally conceded.

TWELVE TV sets have been donated to Valley Forge Hospital by RCA, Camden.



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

NAB Dilemma

(Continued from page 25)

annual equipment and service exhibition.

Imminence of the April convention complicates the problem of the presidential selection committee. Meeting of the group will be held later this month, it was learned. The date was uncertain because two committee members and Judge Miller are out of the country.

Over a score of names have been mentioned for the NARTB presidency. Many of them have come up since Mr. Haverlin declined the presidential offer, perhaps influenced by reluctance of some BMI board members to release him from the copyright agency.

Taken at random, the committee list includes these names among others:

Joseph A. McDonald, ABC vice president; Frank E. Pellegrin, H-R Representatives and broadcaster; Wayne Coy, FCC chairman, also mentioned for directorship of NARTB's television segment but believed unavailable for either post (story page 23): Byron Price, assistant secretary general, United Nations, and wartime Director of Censorship; Frank White, MBS president; Paul W. Morency, WTIC Hartford; Robert K. Richards, NAB public affairs director; Robert D. Swezey, WDSU New Orleans; Edgar Kobak, consultant; John F. Patt, president of G. A. Richards stations; Rep. Harris Ellsworth (R-Ore.), former Interstate Commerce Committee member and interested in KRNR Roseburg, Ore.; J. Leonard Reinsch, managing director of Cox stations; John H. DeWitt, WSM Nashville; Harold E. Fellows, WEEI Boston; Hugh Terry, KLZ Denver; Donald W. Thornburgh, WCAU Philadelphia; William B. Ryan, BAB; Donn Tatum, KHJ Los Angeles; Gilmore N. Nunn, WLAP Lexington, Ky.; William S. Hedges, NBC; Eugene S. Thomas, WOR New York; Comr. Rosel Hyde, FCC; G. Richard Shafto, WIS Columbia, S. C.; A. D. Willard Jr., WGAC Agusta, Ga.

Three radio attorneys have been mentioned: W. Theodore Pierson, Paul D. P. Spearman and Philip G. Loucks. Mr. Loucks was NAB managing director in 1930-35.

The committee has no official list of candidates. Appointed at the NAB board meeting in Florida last month, the committee decided to sound out Mr. Haverlin on his availability. Word quickly spread, culminating in an offer to Mr. Haverlin Feb. 28 and its rejection a week later.

Mr. Haverlin formally notified the presidential committee last Monday that he had decided to decline this offer, and made the decision known to the BMI board at a special meeting Wednesday.

The BMI board had given him a free rein in making his decision, and pledged its support whether he accepted the NARTB post or elected to remain at the helm of BMI.

"The honor of even being considered for so important a post is great, but I believe my decision to remain at BMI is in the best interests of all concerned," Mr. Haverlin said. He added:

My inability to accept the position so generously offered by the committee is based on two reasons. The first is my belief that neither my training nor my experience fully fits me for the magnitudes and the complexities of the responsibilities it entails. The second is my conviction that I can better serve broadcasters by staying where I am.

I shall always be profoundly grateful to the committee for the consideration it gave me, and to the BMI board for the understanding manner in which it gave me entire liberty to make my own decision and for the assurances it gave me that it would support whatever course I elected to follow.

NAB President Miller presided over the Wednesday session as

(Continued on page 87)

CAPT. SAM TOWNSEND (r), USNR, president of WARC Rochester, N. Y., and WKST New Castle, Pa., pins medal on Midshipman Raymond F. Newell, battalion leader of the NROTC, U. of Rochester. Looking on is Major Morgan, secretary-treasurer, Reserve Officers Assn.

Atlantic Baseball

(Continued from page 27)

in the event of last-minute postponement will be available. Al Helfer, MBS sportscaster, and Dick Bingham, his assistant, will do the commentary.

In a package deal reported as "in excess of $100,000," Liggett & Myers Tobacco Co. (Chesterfield) with start of the baseball season March 27 will sponsor play-by-play of 168 Hollywood Stars games and four quarter hour disc m.c. programs daily on KLAC Hollywood. Contract is for 39 weeks. Agency is Cunningham & Walsh, New York.

Exclusive radio rights to the games is costing the cigarette company $20,000. This does not include station time or sportscasters to handle the assignment, according to Don Fedderson, KLAC vice president and general manager.

KTTV (TV) Hollywood at a cost of $50,000 a few weeks ago acquired exclusive TV rights to 25 Hollywood Stars home games, but no sponsor has as yet been signed.

Los Angeles Brewing Co. (Eastside beer) at a total cost of $250,000 for the package, will sponsor 71 home games of the Los Angeles Angels and 69 feature films on KLAC-TV with start of season [BROADCASTING • TELECASTING, Feb. 19].

THEY REALLY FILL 'ER UP in CENTRAL OHIO

Latest Hooperatings Show WBNS, Columbus, With More Listeners Than Any Other Station

*Source: Latest SRDS Cons. Mkts.

Travel on WBNS, the shortest route to the big share in this great market. $56,598,000 worth of gas, oil and hundreds of related items are purchased annually in these 24 Central Ohio Counties.

Latest Hooperatings show that WBNS dominates Central Ohio with more listeners than any other station, and in Columbus, has the highest percentage of listeners every night. Write for ratings or ask John Blair. Then pass up your competition with WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

your selling day begins at dawn

As dawn breaks, selling begins... and the day's *first* sales messages are heard by most Americans on radio. The salesmen are popular *local* entertainers, men who sell more products for more advertisers than any other salesmen in the world. Their clients are among the nation's foremost advertisers, who recognize radio's unique ability to sell in the impressionable early hours of the day.

For example:

Procter & Gamble Co.	The Best Foods, Inc.
Colgate-Palmolive-Peet Co.	R. J. Reynolds Tobacco Co.
Kellogg Co.	Philip Morris & Co., Ltd.
Lever Brothers Co.	Metropolitan Life Insurance Co.
General Electric Co.	Philco Corp.
Sterling Drug, Inc.	Vick Chemical Co.
Standard Brands, Inc.	Hill Brothers Coffee, Inc.
Bristol-Myers Co.	Pharmaco, Inc.
Brown and Williamson Tobacco Corp.	The Cudahy Packing Co.
	International Salt Co., Inc.
The Great Atlantic & Pacific Tea Co.	Potter Drug & Chemical Corp.
B. C. Remedy Co.	Bon Ami Co.
Eastern Air Lines, Inc.	Centaur Co.
Curtis Publishing Co.	Carter Products, Inc.
Pepsi-Cola Co.	Cowles Magazines, Inc.
Whitehall Pharmacal Co.	Stanback Co., Ltd.
Continental Baking Co.	Chap Stick Co.
Florida Citrus Comm.	Kasco Mills, Inc.
Musterole Co.	Murine Co.
Consolidated Products Co.	Norge Div.-Borg-Warner Corp.
Grove Laboratories, Inc.	Rootes Motors, Inc.

The advertisers listed above are using early morning spot radio on one or more of the nation's major stations represented by NBC SPOT SALES. You, too, may capitalize upon the sales impact of morning radio advertising. Just call in an NBC Spot Salesman. He will convince you that *your selling day should begin at dawn.*

NBC Spot Sales represents:

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
WGY	Schenectady-Albany-Troy
KOA	Denver
KNBC	San Francisco

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper . . . and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results . . . and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

Research Forum

(Continued from page 26)

provide the industry with a single-standard broadcast measurement service was proposed last week by Mr. Hooper, president of C. E. Hooper Inc.

The recommendation that control and support of broadcast audience research be placed in the hands of a single cooperative organization, similar to the Cooperative Analysis of Broadcasting which dominated the radio ratings field until it gave way to the aggressive attacks of the privately owned and operated Hooper firm, was sent Friday to 14 executives representing advertisers, agencies, networks and station representative organizations.

Presents Problem

Mr. Hooper starts by presenting the problem as he sees it:

There is a multiplicity of rating services operating with different standards and techniques. Broadcasting is now taking an even greater share of the advertising dollar, yet at no time in history has there been such chaos and confusion in any field of advertising records. The inevitable result is that never before has the buyer of broadcast advertising found it so difficult to learn what he is getting for his money, and never before has the seller been confronted with such confusing and contradictory evidence regarding the size of the audience he is offering for sale.

Next comes the solution: "Advertisers, their agencies, the stations and the networks collectively should sponsor, control and support a broadcast measurement service using one standard. They should form an industry-wide, non-profit association controlled by the industry and functioning as policy makers, copyright owners, collectors of supporting revenue and contractors with 'operating' firm." The "operating" firm suggested is C. E. Hooper Inc.

Pointing out that the broadcast measurement not only supplies a basic evaluation but also furnishes "proof of advertising," Mr. Hooper states that "the cost of audience measurement is and, therefore, should be treated as a normal, standard broadcast advertising cost like talent, production, rehearsal time, royalties, transcription fees, studio rents, etc."

The industry association, he suggests, should be formed with various classes of membership, each member paying fees reflecting his use of broadcasting. These fees, cumulatively, would cover the cost of the service which, Mr. Hooper says, need not be confined to audience measurements but might also include coverage.

The first step for the new organization would be to take over radio Hooperatings, TV Hooperatings and the two-state TV program popularity Hooperatings "on a cost-plus contract together with all subscriptions standing on the Hooper books from stations, networks, agencies, advertisers and others," Mr. Hooper proposes. If all stations in Hooper surveyed cities and all advertisers and agencies making substantial use of radio subscribe to the service at present Hooper rates, he claims that the change-over from a telephone coincidental system to an automatic method of audience measurement could be financed out of participation in existing standard Hooper services.

For the automatic method, Mr. Hooper proposes use of the Hooperecorder system developed by his organization which "scans" the dial tunings of all sets in a cross section sample of homes at the rate of 1½ seconds per set and reports its findings to a central office.

The letter was sent to Lewis Avery, president, Avery-Knodel Inc.; H. M. Beville Jr., NBC director of plans and research; Louis N. Brockway, executive vice president, Young & Rubicam; Fairfax M. Cone, board chairman, Foote, Cone & Belding; Ben C. Duffy, president, BBDO; George T. Durham, media director, Lever Bros. Co.; Marion Harper, president, McCann-Erickson; Kenneth R. Hinks, vice president, J. Walter Thompson Co.; Gordon Hughes, manager, Markets Analysis Dept., General Mills; Fred B. Manchee, director of research, BBDO; Lowell McElroy, ANA vice president; J. James Neale, vice president, Dancer-Fitzgerald-Sample; Victor T. Norton, NBC vice president for administration; Mark Woods, vice chairman, ABC.

GURNEY TO CAB

Senate Group Approves

NOMINATION of former Sen. Chan Gurney (R-S. D.) to the Civil Aeronautics Board, submitted by President Truman Feb. 28, was unanimously confirmed by the Senate Interstate & Foreign Commerce Committee last Wednesday with early Senate action expected.

A co-founder of WNAX Yankton, S. D., in 1926 and active in radio until 1933, Mr. Gurney was defeated in the state's primaries last year. If approved by the Senate, he would serve the unexpired portion of a six-year term ending Dec. 31, 1952, vacated by Harold A. Jones who resigned. Mr. Gurney was succeeded in the upper chamber by Sen. Francis Case (R-S. D.) after serving two six-year terms. As a member of the CAB, Mr. Gurney would receive a salary of $15,000 per year.

HOOPER ANSWER

In Sindlinger Suit

ANSWER and counterclaim filed Wednesday by attorneys for C. E. Hooper Inc. in the Sindlinger vs. Nielsen vs. Hooper suit in the District Court in Philadelphia deny all material allegations in the complaint against C. E. Hooper Inc. They claim that the Hooper organization is an innocent bystander in a controversy between Sindlinger & Co. and A. C. Nielsen Co. and was dragged into the controversy merely for the convenience of the plaintiffs.

The Hooper answer denies the charges of monopolizing and attempting and conspiring to monopolize, the circulation of false rumors about the plaintiffs and interference with the customer relations of Sindlinger & Co.

CBS EMPLOYES

Vote Results Inconclusive

CBS white-collar employes in New York, at an NLRB election March 7, voted inconclusively respecting union representation for bargaining purposes. Two highest votes cast were against having any union and for Local 3, Newspaper Guild of New York, CIO. As a consequence, a run-off election will be held between those two choices at a date to be announced.

Out of approximately 726 eligible voters, a total of 644 ballots resulted, according to Arthur Goldberg, NLRB hearing officer in charge.

The 644 ballots were broken down as follows:

Ballots	For:
1	Void
3	Challenged
169	Local 3, Newspaper Guild of York York, CIO
117	Local 153, Office Employes International Union, AFL
54	Local 50, District 65, Distributive, Processing and Office Workers of America
15	Independent Union Group of CBS Employes
286	Against having any white-color union

Swift's Ice Cream

OLD FRIEND

Renewing year after year, Swift promotes the sale of its fine ice cream through KJR's efficient coverage of Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

PROVES

KEX *Preference*

on the
"GOOD LISTENING
CLUB"

Preference! In the great Pacific Northwest (and from Alaska to Mexico) listeners who PREFER GOOD MUSIC listen to KEX from 10:45 p.m. 'til 1:00 a.m. It's the "GOOD LISTENING CLUB" with popular "Mr. Midnight."

This prestige was not established overnight. For the past 7 years KEX has presented music of contemporary composers and music of the masters during the late evening. Thousands of letters from appreciative listeners up and down the Pacific Coast indicate what *power* and *prestige* can accomplish.

Recently, all those who have written were enrolled in the new "GOOD LISTENING CLUB" with a special promotion piece and the membership is growing every night.

Building PREFERENCE is a KEX habit. Check KEX or Free & Peters for details on the "GOOD LISTENING CLUB" and other top KEX Preferred Programs.

HURRY!
ONE HOUR
SOLD
AT PRESSTIME!

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS INC.

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio Costs Less

(Continued from page 23)

noters-per-dollar figure for magazines of 365.

(After the ad had been prepared, CBS decided that a "weighted" average might be more valid than the "unweighted" average used above. The network found out, in sum, that a full-page black-and-white ad in each of the eight magazines would make 32,438,307 ad-noting impressions at a total cost of $83,750, or 387 ad-noters per dollar. This "weighted" average is 6% higher than the "unweighted" average, but it does not significantly affect the comparison with radio and furthermore it is offset by subsequent increases in magazine rates, CBS noted.)

Newspapers

The 249 figure is the average number per dollar of noters of 500-line ads in 94 daily newspapers in the 50 biggest U. S. cities—a "weighted" average based on the total people reached by 94 average 500-line ads (one in each paper) divided by the total cost of these ads. Using circulation figures as reported by Standard Rate & Data Service in January, CBS found the combined circulation of all 94 papers to be 22,237,660. Multiplying this by 2.5 (estimated number of readers per paper) gave an estimated 55,594,150 people reached by the 94 papers, and applying the average ad-noting percentage (10.5%—taken from the Continuing Study of Newspaper Readership) gave a total of 5,837,386 ad-noters. Dividing this by the total cost of the 94 500-line ads ($23,435) gave 249 ad-noters per dollar for newspapers.

Half-hour once-a-week evening programs were chosen to represent radio in this comparison for two reasons, CBS said. Mathematically, it is hard to combine half-hour, once-a-week shows with quarter-hour, five-times-a-week programs. The greatest TV competition is against the half-hour shows, after 8 p.m. (If the strip shows had been included, the network added, the nighttime figure for listeners-per-dollar would have been higher than 591.)

Full-page black-and-white ads were chosen as a "standard, reasonable measure of magazine cost and readership," CBS explained, and the 500-line newspaper ads (generally about a fifth of a page) were also chosen to be realistic as "a fair gauge of newspaper values for all ads of less than full-page size." Full-page newspaper ads, CBS noted, are too expensive for continued use by most advertisers. Big city papers were chosen as fairest to newspapers, since in general the cost-per-thousand-circulation varies inversely with the size of that circulation.

Nielsen ratings, including only listeners hearing at least six minutes of a program and so "almost certainly hearing one commercial and probably several product mentions," were chosen as the best comparison with the ad-noting ratings used for printed ads. Ad-noters are persons who, in an aided-recall interviews, say that they remember having *seen* (not *read*) a particular ad. If the more rigorous "read-most" measurement had been used (indicating those who report reading half or more of an ad), the magazine ad-readers-per-dollar figure would have dropped below 100. CBS stated that the pass-along circulation of magazines, notably *Life*, was taken into account. *Life*, for example, was credited with 5.6 readers per copy.

Costs Included

Although time-and-talent costs were used in the radio compilations, only space rates were counted for newspapers and magazines, production costs (averaging about 11% for magazines, 7% for newspapers) being disregarded to make the comparisons unchallangeable by printed media.

Television was omitted from the media comparisons, CBS explained, "because television is not yet a national advertising medium," with its admittedly "great impact . . . not yet evenly distributed throughout the population and usually available only at a premium price."

"In measuring the three big national media," CBS summed up, "we have made an earnest effort to use the *most recent data*, to use *comparable data* and to make only comparisons that are thoroughly fair. If anything, we think we have leaned over backwards to give printed media an advantage. Omission of production costs is a case in point."

Myrtle Mikko

MRS. MYRTLE HAFFER MIKKO, 39, died March 4 at Columbia Hospital, Washington. Burial was Wednesday at Atlantic City, N. J. She is survived by her husband, Frederick Mikko, and father, Gustave Haffer. Mrs. Mikko was secretary to W. Theodore Pierson of the law firm of Pierson & Ball for the past seven and a half years.

upcoming

March 12: BMI Program Clinic and Missouri Broadcasters Assn. Meeting, Jefferson City, Mo.

March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.

March 13: NARTB-RTMA-FM Industry Committee Joint Meeting, Washington, D. C.

March 13: NBC Affiliates Meeting, Shamrock Hotel, Houston, Texas.

March 14: BMI Program Clinic, Cedar Rapids, Iowa.

March 15: Excise Tax Hearings on Radio-TV, House Ways & Means Committee, Room 1102 New House Office Bldg., Washington, D. C.

March 15-17: Canadian Broadcasting Corp. Board of Governors Meeting, Ottawa, Ont.

WFPG STRIKE

Engineers, Announcers Out

WFPG Atlantic City went off the air March 6 at 8:40 p.m. when its engineering staff walked off duty without notice and without continuing negotiation, according to Fred Weber, station manager.

IBEW had demanded raises up to 58%, as well as other concessions, he said, adding the union had taken strike action without notice of any kind. He said only two negotiation meetings had been held with IBEW, March 2 and 6. Announcers failed to report for duty March 7, he declared, recalling National Labor Relations Board recently held a hearing on recognition of WFPG announcers but has not yet issued a decision.

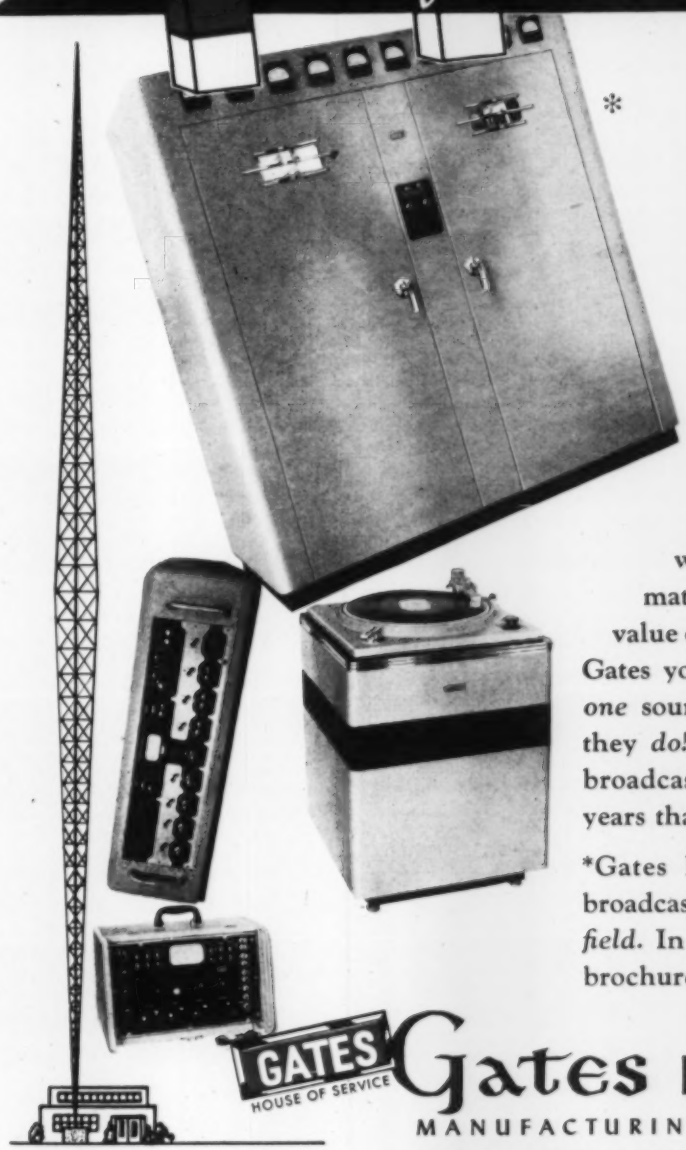
Katz Agency Additions

FRANK FITZPATRICK and Charles McAbee Jr., were named last week to the radio sales staff of Katz Agency, New York office. Mr. Fitzpatrick, with a substantial background in the radio representation field and also in newspaper and magazine space sales, joins Katz today (Monday). Mr. McAbee, formerly with NBC Spot Sales and George P. Hollingbery Co., begins his new duties Thursday.

Gates

PACKAGED
BROADCASTING
EQUIPMENT

- for Proved Performance



There is no split responsibility when installing Gates — all items of consequence are manufactured in the spacious Gates factory. These include such vital accessories as frequency and modulation monitors, turntables, antenna coupling equipment, phasors and many other similar equipments often purchased and not manufactured.

Performance and appearance-wise — quality and construction-wise—there is great value in the Gates matched package system. The greatest value of all is in "no buck to pass" — with Gates your one source supply, Gates is the *one* source that must produce results, and they *do!* This is evidenced by more Gates broadcasting installations in the past five years than any other make.

*Gates BC1F air-conditioned 1000 watt broadcast transmitter. *Leader in the quality field.* In use all over the world. Descriptive brochure on request.

GATES HOUSE OF SERVICE

Gates RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U. S. A.

2700 POLK AVE., HOUSTON, TEXAS — WARNER BLDG., WASHINGTON, D. C.
INTERNATIONAL DIV., 13 E. 40th ST., NEW YORK CITY — CANADIAN MARCONI COMPANY, MONTREAL, QUEBEC

IRE CONVENTION

MORNING symposium on broadcast transmission systems, an afternoon panel discussion of the "Empire State Story" and an evening session on color television will combine to make Tuesday (March 20) the big day of the 1951 convention of the Institute of Radio Engineers for the broadcast engineering contingent.

The four-day meeting (March 19-22) will be held in New York with headquarters and meetings divided between the Waldorf-Astoria and Grand Central Palace, where the exhibits of technical and scientific electronic equipment also will be housed. As is customary at these IRE gatherings, the emphasis is placed on the papers in which the country's leading electronic scientists reveal the results of their labors during the past year. Several hundred papers, ranging in subject matter from such abstract topics as the extension of the mathematical theory of random networks into the field of biology to such down-to-earth material as the design of radio and television receivers, are scheduled for presentation in more than 40 symposia during the convention.

Robert C. Sprague, president of the Sprague Electric Co. and chairman of the board of RTMA, will be chief speaker at the annual convention banquet in the Waldorf's grand ballroom Wednesday evening. This dinner session also will feature the presentation of the IRE awards. This year's major award, the IRE Medal of Honor, will be made to Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, in recognition of his pioneering work in television.

Raymond F. Guy, NBC manager of radio and allocations engineering, IRE president in 1950, will serve as toastmaster of the president's luncheon on Tuesday, when he will turn over the president's gavel formally to the 1951 president, I. S. Goggeshall, general traffic manager of overseas communications, Western Union Telegraph Co. Jack Carson, comedy star of his own program on NBC-TV, will enterntain at the luncheon, to be held in the hotel's Starlight Roof.

McRae To Speak

Annual meeting of the Institute will be held at 10:30 Monday morning in the Grand Ballroom. Dr. James W. McRae, director of transmission development, Bell Telephone Labs, will be the principal speaker at this meeting, opening session of the convention.

Speakers at the Tuesday morning session on broadcast transmission systems and their topics will be: R. H. Tanner, Northern Electric Co., Belleveill, Ont., "Master Control Facilities for a Large Studio Center"; P. S. Christaldi, DuMont Labs, "Electronic Instrumentation in AM, FM and TV Broadcasting Through Use of the Cathode-Ray Oscillograph"; Carl E. Smith, WHK Cleveland, "Performance of Sectionalized Broadcasting Towers"; R. A. Isberg, KRON-TV San Francisco, "Increased Economy and Operating Efficiency Through Systemic Design"; G. Edward Hamilton, ABC, "Technical Considerations of Television Recording."

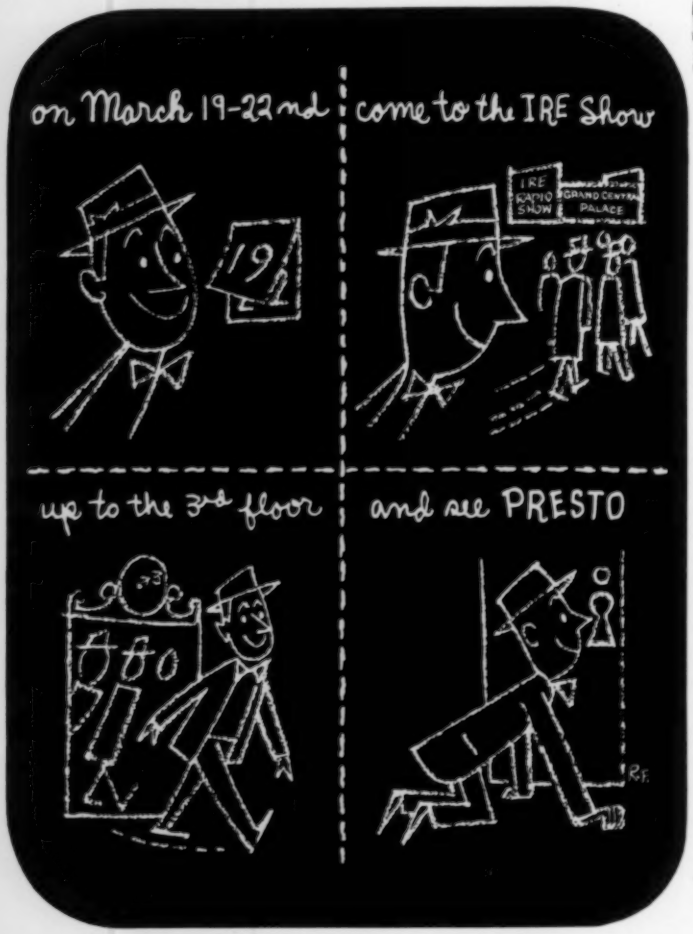
Tuesday Panel

Participants in the Tuesday afternoon panel discussion of the "Empire State Story" will be: O. B. Hanson, R. F. Guy, Lester Looney, NBC; Frank Marx, ABC; R. D. Chipp, DuMont TV network; T. E. Howard, WPIX (TV) New York; H. Gihring, RCA; F. G. Kear, Kear & Kennedy; W. F. Lamb, Shrieve, Lamb & Harmon; B. H. Richardson, Starrett Bros. & Ekin.

The Tuesday evening meeting on color television will include the following papers and speakers: "Principles of Adding Color to Television," W. T. Wintringham, Bell Telephone Labs; "Color Television as a Multiples Problem," D. B. Smith, Philco Corp.; "Spectrum Utilization in Color Television," R. B. Dome, General Electric Co.; "Some Laboratory Experiences with Color Television," A. V. Loughren, Hazeltine Electronics Corp.

The convention agenda also includes three daytime meetings devoted to television—a Monday afternoon session on color TV, a Thursday morning session on various aspects of television transmission and a Thursday afternoon session on TV receivers. TV sets also will be discussed along with radio sets in a broadcast receiver session on Wednesday afternoon.

Papers, Exhibits Set



CONNECTICUT State Network re-elected Glover Delaney of WTHT Hartford, president, and Paul Baumgartel, executive secretary of group. Member stations of network are: WSTC Stamford; WTHT Hartford; WNEC New London; WNHC New Haven, WNAB Bridgeport, WATR Waterbury; WTOR Torrington.

Flaming Weekend

WITHIN 17 hours, Sheldon Peterson, KLZ Denver special events and news director, made eight recordings of two spectacular fires and gave listeners realistic up-to-the-minute accounts on three news programs. Fire in the Denver Athletic Club the afternoon of Feb. 17 cost four lives and an estimated $1 million. Mr. Peterson had four on-the-scene tape recordings readied for the 5 p.m. newscast. For the 10 p.m. newscast, he had three more taped recordings. Early next morning, Mr. Peterson was called out of bed for a $500,000-$1 million fire at the Wolhurst Saddle Club and had a telephone-recorded story in time for the 9:30 a.m. newscast.

HAWTHORN NAME

To Defense Agency Post

APPOINTMENT of Arthur S. Hawthorn, RCA Engineering Products Dept., as special assistant to Walter W. Watts in the Defense Production Administration, has been announced. Mr. Watts, vice president of the department, joined DPA last January as assistant to the adminstrator. Mr. Hawthorn will advise on staff matters and supervise the agenda for the DPA Production Executive Committee.

Arthur Treanor, part owner of WOOD Grand Rapids, Mich., and executive consultant for Booth newspapers for 30 years, was officially named director of National Production Authority's Printing & Publishing Div. [CLOSED CIRCUIT, Feb. 19]. Donald G. Shook, the division's acting director, was appointed deputy director. He has been a weekly newspaper publisher and commercial printer.

DPA also announced appointment of Morris V. Rosenbloom, National Security Resources Board, as special assistant to Edwin T. Gibson, General Foods Corp., who was named deputy administrator for staff services last month.

THE NUMBER ONE MADISON STATION
SERVING A METROPOLITAN AREA OF
168,630
REPRESENTING AN INCREASE OF 29.1% OVER 1940
WIBA
MADISON WISCONSIN
NBC
Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

BE SURE TO SEE IT!

MYCALEX THEATRE

At the
I. R. E. SHOW
Booth 303

IT'S INTERESTING...DIFFERENT...INFORMATIVE

featuring an All-Star Cast including:

MYCALEX 410 The most versatile and nearly perfect insulating material yet developed for the electronic industry, meeting all the requirements for Grade L-4A, and fully approved as Grade L-4B under Joint Army-Navy Specification JAN-1-10.

MYCALEX 410X The leadless formulation that can be injection molded to extremely close tolerances.

MYCALEX 400 Low-loss sheet insulation fully approved by the Army and Navy as Grade L-4 insulation under Joint Army-Navy Specification JAN-1-10.

MYCALEX K A complete series of capacitor dielectrics available in sheets, rods and molded parts to order.

Admission free — no waiting — no standing!

For an interesting and informative 22-minutes of entertainment, in full color, be sure to drop-in at the MYCALEX THEATRE at the I.R.E. Show. You'll see the entire story of how MYCALEX, the low cost, high efficiency dielectric is manufactured and fabricated from raw material to finished product, and how it can be used in your applications. This film is particularly timely and significant in view of the current acceleration in the electronic field. Anyone, even remotely interested in dielectric materials, will benefit by and enjoy seeing this really remarkable film. We'll be looking for you!

NOW SHOWING
The MYCALEX Story
FULL 22-MINUTE COLOR FILM

MARCH 19: 2, 4, 6 and 8 P.M.
MARCH 20: 10 A.M., 12 Noon, 2 and 4 P.M. and 8 P.M.
MARCH 21: 10 A.M., 12 Noon, 2 and 4 P.M.
MARCH 22: 10 A.M., 12 Noon, 2, 4, 6 and 8 P.M.

SINCE 1919
MYCALEX
THE INSULATOR
TRADE MARK REG U.S. PAT. OFF.

CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 Rockefeller Plaza, New York 20 • Plant and General Offices: Clifton, New Jersey

Radiorama

HONORED during Fisher Flouring Mills' 40th anniversary luncheon at Seattle is Merrill Mueller (second, l), NBC commentator, who huddles with (l to r) Earle Lawrence, manager, Fisher's Packaged Products Div.; Walter G. Tolleson, NBC Western Network's asst. sales mgr.; J. S. Davis, Fisher v. p. and sales mgr.

HADACOL medicine man is Stan Johnson (r), druggist and club president of Beloit, Wis., Fellqw Optimists Club. Getting lift from giant-sized bottle is WBEL Beloit General Manager L. O. Fitzgibbons.

TRIO who sparked KCBS San Francisco and Lucky Stores (grocery chain) gift campaign for No. Calif.'s homes for aged are (l to r) Forrest May, Lucky Stores pres.; Bill Weaver, KCBS disc jockey; Arthur Hull Hayes, CBS v. p. and KCBS gen. mgr.

JUDGING entries for "Name the Dog" contest on Skip Farrel's WMAQ Chicago show are (l to r) Homer Heck, station's prod.-prog. mgr.; Harry Ward, WMAQ continuity acceptance mgr.; A. W. Kaney, station relations mgr.; Jack Ryan, NBC Chicago press chief.

TOASTING 100th broadcast of NBC's daytime serial, *Dr. Paul*, and coincident 50th anniversary for Wesson Oil and Snowdrift Sales Co., sponsor, are (l to r) John Dawson, Pacific Coast div. sales mgr., Wesson; Lewis S. Frost, asst. to NBC Western Div. v.p.; division's v.p., John K. West.

HELPING hand to hospital patients is given by KTFI Twin Falls. Presenting 25 of total 35 Zenith portable bedside radio sets to J. C. McGilvray, superintendent of newly-built Magic Valley Memorial Hospital, is KTFI Manager F. M. Gardner.

BASEBALL GATE

Promotion Drives Set By NAB, RTMA

TWO separate promotion projects designed to boost attendance at major and minor league baseball games have been launched by broadcasters and set manufacturers.

Radio-Television Mfrs. Assn. announced last week it had sent to all member companies a baseball promotion packet. This project is designed for participation of distributors and dealers as well as set makers.

NAB disclosed that Matty Brescia, owner of Matty Brescia Enterprises, Memphis, had been retained as consultant in radio and TV to the National Assn. of Professional Baseball Leagues. He will serve as liaison between the leagues and radio-TV interests.

Mr. Brescia

Both NAB and RTMA pledged during winter conferences to support organized baseball during the coming season. Many club owners have contended radio and TV play-by-play programs tend to cut down attendance at the ball parks.

Taking the lead in RTMA's cooperation with leagues were its Sales Managers Committee and Advertising Committee. Both urged complete cooperation with baseball organizations as 1,000 radio and TV stations prepare for their heaviest season of game coverage, with perhaps 300 more stations airing the contests than was the case in 1950.

Suggests Tie-ins

RTMA's promotion packet lists 31 methods of cooperation and reminds that National Baseball Week will be observed April 15-21. Special tie-ins are suggested for this event.

Theme of RTMA's campaign is set forth by a special subcommittee that carried out the project. The theme is to sell baseball and television—not one at the expense of the other—in publicity, window displays, direct mail, along with radio and TV networks and stations.

Members of the RTMA subcommittee are Dan Halpin, RCA Victor Division, chairman; Fred Lyman, Allen B. DuMont Labs; V. C. Havens, Crosley Division.

Appointment of Mr. Brescia to the baseball league post was made by Phillip Piton, assistant to the president of NAPBL, on NAB's recommendation. Mr. Brescia will prepare a promotion campaign for radio and television stations as well as minor-league club owners.

Earlier in the winter William B. Ryan, then NAB general manager and now Broadcast Advertising Bureau president, participated in conferences between baseball interests, led by President George Trautman of NAPBL, and NAB officials.

Former Broadcaster

Mr. Brescia will be retained for a six-week to three-month period, working with radio and TV station and network operators. He is a former broadcaster, having been at WMPS Memphis and NBC Chicago.

Working with Mr. Ryan for NAB has been Robert K. Richards, NAB public affairs director, now designed to cooperate with Mr. Brescia in developing the promotional campaign.

Mr. Ryan commented on the drive as follows:

In all of our conversations with Mr. Trautman and Mr. Piton and others in the baseball group, I have found a sympathetic attitude toward closer working relationships between the great American game and the great American medium. It is true that gate receipts have fallen off in some ball parks during the past two seasons, but there is no demonstrable evidence that radio has been the principal cause of this loss.

Mr. Trautman and his associates feel with me that a proper working arrangement between baseball executives and broadcasters will not only insure continued radio-baseball service to the public, but convince club owners that a medium which has proved its ability to sell all kinds of broadcasts and services can also sell the ball games.

'Why the Baseball Bat?'

IN THE words of KWFC Hot Springs, Ark., it is "selling baseball with a baseball bat." To publicize the fact that KWFC will carry play-by-play descriptions of baseball games, the station is sending salesmen to prospective sponsors armed with baseball bats, as sort of a conversation piece. When the prospect asks, "Why the baseball bat," the salesman launches his selling pitch. At last report, salesman had a respectable batting average.

NIELSEN PACT

MBS, CBS Get Index Service

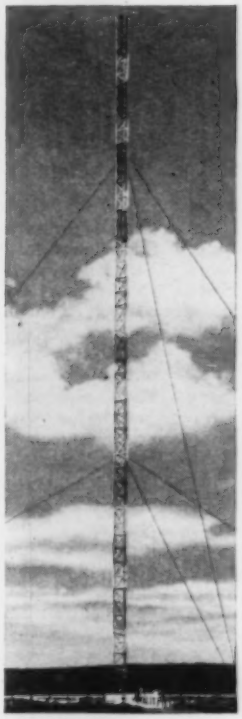
A. C. NIELSEN Co. has completed long-term subscriptions to the National Nielsen Radio Index Service with Mutual and CBS and is continuing negotiations with ABC and NBC for similar contracts, meanwhile continuing service to those networks under an interim agreement.

CBS' new agreement with Nielsen is said to call for payment of about $100,000 a year and the MBS agreement for about half that sum, representing increases well above 50% for both networks. New arrangement with each network is a long-term affair, running for more than two years.

TRUSCON... a name you can build on

WOW, Omaha, Nebr., Truscon Self-Supporting Radio Tower, 500 feet high overall.

world leader in better radio tower engineering



WHDH, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.

WSAM AM-FM, Saginaw, Michigan. Truscon Self-Supporting Tower, 386 feet high.

Truscon experience in radio tower engineering is world wide... meeting all types of topographical and meteorological conditions... and supplying many different tower types—guyed or self-supporting... tapered or uniform in cross-section ...for AM, FM or TV transmission.

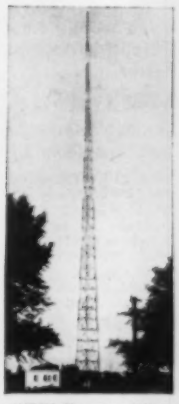
Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

KAA-284, Owatonna, Minnesota, Northern Natural Gas Company. Truscon Self-Supporting Tower, 260 feet high.

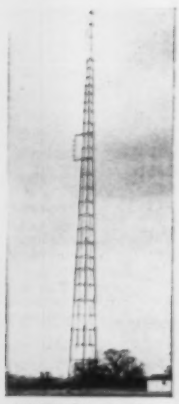
See the Truscon Exhibit, Booth 230, Institute of Radio Engineers Show.

TRUSCON MARK OF MERIT PRODUCTS

WXEL-TV, Cleveland, Ohio. Truscon Self-Supporting Tower, 437 feet high.



WTCH, Shawano, Wisconsin. Truscon Self-Supporting Tower, 240 feet high.



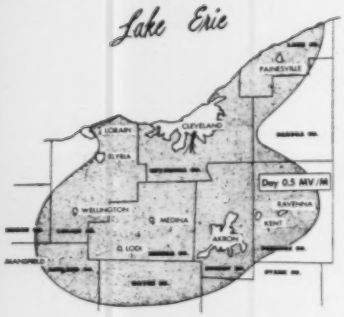
WMRI-FM, Marion, Indiana. Truscon Self-Supporting Tower, 336 feet high.

WEMP-FM, Milwaukee, Wisconsin. Truscon Self-Supporting Tower, 456 feet high.

TRUSCON® STEEL COMPANY Youngstown 1, Ohio

Subsidiary of Republic Steel Corporation

TO REACH THE
GREATEST NUMBER
OF PEOPLE IN
OHIO'S
1st Market
24 HOURS A DAY*



THE ECONOMICAL
WAY
IS WDOK

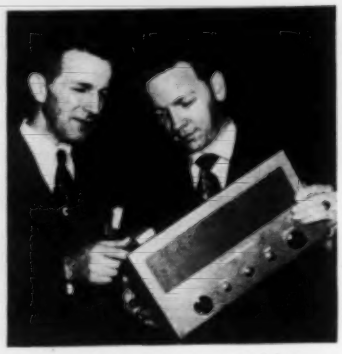
- Ohio's 1st Market
- 10th Richest in the nation
- Reaching the worker audience in one of the greatest industrial expansion areas in the Great Lakes region!

'ROUND-THE-CLOCK
L-I-S-T-E-N-I-N-G
Local Sports News
Plus
National Sports Events
Through . . .

LIBERTY
BROADCASTING
SYSTEM

* The only Cleveland Radio Station on the air 24 hours a day!

serving Ohio's 1st market 24-hours a day
WDOK
Cleveland
1260 kc. 5000 w.
Represented by Everett-McKinney



SPECIAL FM radio receiver for use by civil defense organizations having two-way radio systems at their command has been announced by General Electric. Neal F. Harmon, CD coordinator for the GE Electronics Dept., discusses design features of the "Civil Defender" receiver with Charles Race, designer of the unit.

MULTIPLEX

Field Tests 'Successful'

OPPORTUNITY to broaden the scope of FM station operations and infuse new business blood in that field is envisioned by Multiplex Development Corp., following "successful" field tests of its multiplexing. FCC has been given the findings on the system which permits simultaneous transmission of three separate programs without interfering with a station's general broadcast service.

According to William S. Halstead, president of the New York firm, the report was prepared by Murray Crosby, Crosby Laboratories, who had been retained as Multiplex consultant. FCC had requested detailed field measurements as condition of an experimental broadcast authorization made early last year.

Mr. Halstead cited the advantages of successful multiplexing, particularly at this time when demands of new radio services—for defense communications, specialized forms of broadcasting such as subscription radio, storecasting, transit radio and mobile communications—are creating channel allocation problems.

Technical Findings

Among technical findings of the field test report were:

Spectrum width of transmitted wave of FM station actually is reduced through multiplexing;

A second program channel of "excellent" transmission characteristics is provided without interference to the main channel;

The main channel of the FM station continues to meet all high-fidelity FCC requirements relative to FM stations;

Mr. Crosby's report also points out that the FM signal broadcast to the general public is received by it on regular low cost, mass-produced FM receivers and no measurable degradation of service is produced by the additional multiplexed signals. Successful multiplex transmission to a moving vehicle in the New York City area is also cited.

Field tests were held in various sections of New York City and suburbs, with fringe reception tests as far as 45 miles from the FM station, KE2XKH, located at 70 Pine St. Facilities were formerly under call of WGYN.

Pending before the Commission is a petition for a rule-making procedure seeking FCC authority to permit FM stations to utilize benefits of multiplexing signals. It's felt that the supplementary services would be a boon to FM, particularly in affording additional channels of revenue for those presently losing money.

Principals in the Multiplex firm, besides Mr. Halstead, a radio engineer, as president, are Frederic A. Willis, vice president and director, who served with the OSS during the war and at one time was a CBS executive; and Alvin Untermyer, a New York attorney, as director.

The Washington radio law firm of Kreiger and Jorgensen represents Multiplex Development Corp.

FM OUTPUT UP

2,228,020 Receivers Produced in Year

RADIO set manufacturers turned out 2,228,020 radio and TV receivers containing tuning circuits for the FM band in 1950, according to an analysis of the year's output by Radio-Television Mfrs. Assn.

RTMA found that 18% of the 8,174,600 home radios (excluding portables) — 1,471,900 sets — contained FM circuits. It found that 10% of the 7,463,800 TV receivers —756,120 sets—contained tuners for the FM band.

These figures compare to 1 million radios with FM in 1949, and 500,000 TV sets with FM.

Production data cover the entire industry, RTMA members and nonmembers alike. They were compiled by the RTMA Industry Statistics Committee, headed by Frank W. Mansfield, Sylvania Electric Products.

TV Output

Breaking down TV output, RTMA found that 2,941,560, or 39%, were table models; 3,820,060 or 51% were consoles or consolettes; 702,180 or 9% were phono combinations.

Of the 8,174,600 home radios (excluding portables), 86% were straight radio table models.

Previously RTMA had announced that 14,589,900 broadcast and 7,463,800 TV sets were turned out during the year [BROADCASTING • TELECASTING, Feb. 12].

SPORTS CLINIC

Broadcasters Given Tips

GOALS to strive for were enumerated at the first annual clinic for sports broadcasters at the U. of Florida, Gainesville, Feb. 26-28.

"Personal integrity is essential," said Walter (Red) Barber, CBS sports director. "You are the eyes of the listener, and you are obliged to report facts, nothing more, nothing less."

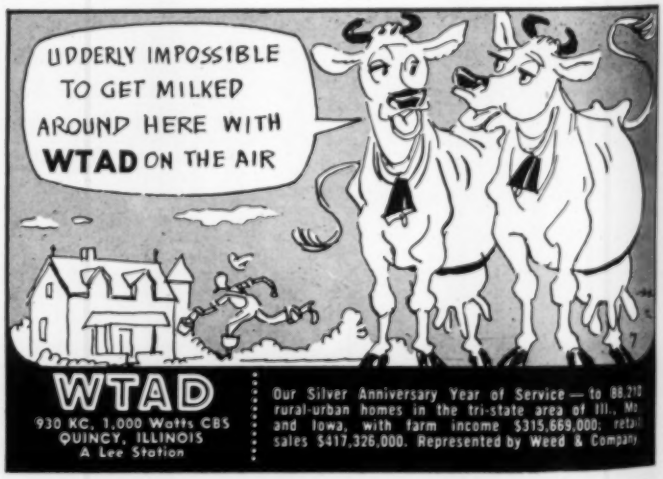
Al Helfer, chief sports announcer for MBS, declared that "preparation is 75% of your broadcast."

Television was discussed by George Walsh, ABC and DuMont, Philadelphia. Mr. Walsh emphasized: "Never lose sight of the fact that the audience can see as well as hear. Make them a part of the contest."

All speakers urged that sports announcers undertake a crusade against gambling, pointing out that if this is not done, sports very well could be ruined.

Others who spoke were, A. K. (Rosey) Roswell, chief sportscaster for the Pittsburgh Pirates; Burt Shotton, former Brooklyn Dodger and Philadelphia Phillies manager; Jack Cummins, sports director, WTVJ-TV Miami; Bob Woodruff, U. of Florida head football coach, and J. Frank Goodwin, U. of Florida professor of salesmanship.

Florida's General Extension Division conducted the clinic. The Florida Assn. of Broadcasters cooperated.


UDDERLY IMPOSSIBLE
TO GET MILKED
AROUND HERE WITH
WTAD ON THE AIR
WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station
Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company

WESTINGHOUSE

Reports Income Gain

WESTINGHOUSE ELECTRIC Corp.'s 1950 net income totaled $77,922,944, compared with $67,268,555 in 1949, according to the company's annual report, issued last Tuesday.

Net sales billed for 1950 reached a record high of $1,019,923,051, as against the 1949 total of $945,699,382 and the former all-time peak of $970,673,847 set in 1948.

The report did not break down the totals to show figures for individual Westinghouse companies, which include Westinghouse Radio Stations Inc. (WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, and KEX-AM-FM Portland, Ore.).

Reviewing 1950 activities, the report cited Westinghouse production of radar-directed rocket-firing devices and other military equipment; called attention to production of a mercury vapor lamp useful both in improving quality of film telecasts and in insuring safer flying, and said 1950 brought a record demand for Westinghouse radio and TV sets and home appliances.

Cites Cutback

In line with his preceding week's estimate that Westinghouse radio and television set production will drop about 20% during the first quarter of 1951 and perhaps up to about 35% for the entire year [BROADCASTING • TELECASTING, March 5], President Gwilym A. Price said "more and more Westinghouse facilities will be devoted to defense production as 1951 progresses."

He outlined a $42 million expansion program for 1951, which includes a new electronic tube division expected to employ about 1,000 persons in two buildings to be erected near Elmira, N. Y. He also noted that construction already has started on a TV plant at Metuchen, N. J., "which if the military situation requires will be used for electronics production."

BENEFIT party held by the Detroit chapter of AFRA catches this "bull session" off guard with (l to r) James G. Riddell, president, WXYZ Detroit; Boaz Siegel, AFRA executive secretary; Pierre Paulin, president, WWJ Detroit, and Edwin K. Wheeler, formerly with WWJ and now business manager for the *Detroit News*.

FARNSWORTH SUIT

Filed in District Court

FARNSWORTH RADIO & Television Corp., now owned by International Telephone & Telegraph Corp., and Jesse B. McCargar, Edwin M. Martin, Lloyd S. Gilmour, Philo T. Farnsworth, George Everson and Paul H. Hartman, former officers and/or directors of Farnsworth, were named in a suit by two stockholders, Barnet Joseph and Max Felshin, filed March 5 in the U. S. District Court for the Southern District of New York.

Plaintiffs alleged that "false statements of material facts . . ." concerning the "nature and value of Farnsworth's inventory, its financial condition and net losses . . ." had been made; and that the individual defendants "did avail themselves of their inside and fiduciary relationship to . . . obtain and utilize information obtained as directors and officers . . . to sell their respective stock holdings at prices greatly in excess of those prices which could have been obtained . . . when the true facts . . . were publicly revealed. . . ." The plaintiffs asked $2660.08, and damages for stockholders so entitled.

Morse Heads Del Monte

S. F. B. MORSE is chairman of the board of the Del Monte Properties and not of California Packing Corp. as was incorrectly reported in a picture caption in BROADCASTING • TELECASTING, Feb. 26. Mr. Morse extended greetings to participants in the Bing Crosby Pro-amateur Golf Tournament which was broadcast over LBS with origination through KDON Santa Cruz, Calif.

TAFT POLICY

Revealed Regarding MBS

BROADCAST policy of Sen. Robert A. Taft (R-Ohio) is not to place any time for radio addresses on the Mutual network, it is understood.

Jack Martin, Sen. Taft's administrative assistant, made this known when asked to verify a report that Sen. Taft had refused at first to go on MBS until Mutual News Commentator Frank Edwards, sponsored by the AFL, submitted his news scripts for inspection.

Mr. Martin denied this report, saying that the Senator had not asked MBS to delete criticism of him or his labor policy. The spokesman explained that the Senator had informed the network that he would not place time with it because of the "consistent" attack, which Mr. Edwards allegedly is mounting against the Senator's policies. Mr. Martin said these attacks are contained "in almost every broadcast by Mr. Edwards."

The misconstrual of the Taft policy in regard to MBS broadcasts probably came about because of an attempt by Sen. Taft to cancel a Lincoln Day dinner speech he had scheduled over the network, according to Mr. Martin. He explained that Sen. Taft finally decided to let that broadcast proceed because too many arrangements would have been involved had the program been cancelled.

Deposits and assets in Mississippi banks are now at an all-time high. This is more reason than ever why you should reach this prosperous market through WJDX . . . "the voice of Mississippi."

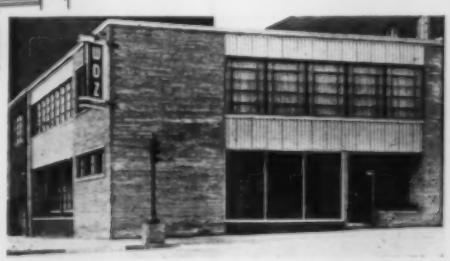
REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

WDZ

Third Oldest Station in the Nation

making FRIENDS and SALES for 30 YEARS

1921



1951

On March 17, WDZ is celebrating its 30th Anniversary.

WDZ first went on the air with a power of 10 watts. Today, with 1000 watts of power and 28 BMB counties, WDZ is recognized as the major selling force in the Billion Dollar Decatur Market.

For 30 years, WDZ has provided news, public service and entertainment to a continuously growing loyal audience. These listeners can become your customers when you use THE selling power of WDZ in the rich Decatur market.

See Free & Peters

WDZ DECATUR ILLINOIS 1000 WATTS 1050 KCS

Third Oldest Station in the Nation

ON THE SPOT INFLUENCE MAKES THE SALE IN PACIFIC COAST NETWORK RADIO, TOO!

THE DON LEE NETWORK has powerful on the spot influence in 45 important Pacific Coast markets—and in 24 of these markets, Don Lee is the *only* "hometown" network station. This, above all else, explains why Don Lee is the hardest *selling* network on the Pacific Coast; it's designed to *sell* Pacific Coast people on the spot *locally*, where they live and where they spend their 15½ billion dollars annually.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most complete and most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee, therefore, offers advertisers the persuasive power of local influence, local prestige and on the spot *selling*. That's important in selling and it's an *exclusive* Don Lee network selling advantage.

WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA

Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

With Don Lee, your product gets local "hometown" acceptance where you want it—to meet your specialized marketing problems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can direct your sales message to all Pacific Coast radio families from a network station located *within* these 45 important marketing areas. It's the most logical, the most economical, the most influential coverage you can get for the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

Don Lee Stations on Parade: KWIL—ALBANY, OREGON

Located close to the boundary between Linn and Benton Counties, KWIL is the only network station locally serving the rich central Willamette valley of Oregon. The two counties have a population of about 82,000 people who spent well over $50,000,000 in retail sales in 1949. The on-the-spot selling power of KWIL will put you in command of this wealthy market; the 45-station Don Lee Network will put you in selling command of the entire Pacific Coast.

The Nation's Greatest Regional Network

Represented Nationally by JOHN BLAIR & COMPANY

editorial

Blunder in California

THE YEARS have seen an alarming increase in the potency of the FCC drive toward program regulation. Invidiously, the force has been indirectly applied. FCC spokesmen—from every pulpit available—have declaimed against even the hint of regulation of program content in advance.

Thus, the orientation has been indirect through hearing designation of applications for renewal; through statements of policy regarding renewal standards; through the infamous Blue Book, and now through the proposed conference on the content of television programs, which well could become the Pink Book.

The evil of this extralegal drive for program control was best pointed up in the 1948 report of the Senate Interstate & Foreign Commerce Committee on the progenitor of the present McFarland Bill (S 1333). The Committee said:

> **But to write a decision which censures a licensee and establishes a new course of conduct for him, and that course of conduct is inferentially prescribed for all licensees by that decision, is a thoroughly bad and indefensible procedure. It is contrary to every concept of American jurisprudence; it smacks of cunning and clever legal subterfuge; it is that type of administration that has brought the Commission into ill repute; it is the principle reason for the strengthened administrative procedures recommended in this bill.**

A few years ago no one would have believed a report that organized broadcasters anywhere in this land would invite direct censorship of programs in advance.

As the lawyers would say, *mirabile dictu*, that day has come!

It happened in California. At a meeting last month of the Southern California Broadcasters Assn., FCC Regional Attorney Joseph Brenner was a speaker. When he concluded, several broadcasters asked if he would be willing to institute a series of workshop discussions on programming planning that would conform to FCC desires. Mr. Brenner was willing, if sufficient interest is expressed, to conduct a course on what the FCC wants in programming.

So members of SCBA are filling out a postcard questionnaire indicating whether or not they will delegate program managers to attend classes, the day of the week and the time of day they would prefer indoctrination.

It's hard to believe that those responsible quite realize what they are doing. No doubt, advance instructions by FCC personnel on how to plan programs is economical. It might save money and get some security. Good pupils will avoid danger of hearings on renewals and, if they learn their lessons well, they won't receive the FCC form letter which calls for an affidavit of a "responsible officer of the licensee" explaining away some programs concerning which some bluenose has objected.

Economy and security, indeed!

It was the desire for security and the reluctance to do their own thinking which made many of the German and the Italian people such willing collaborators of their dictators. Any such trend here is far more dangerous than appears from the seemingly innocent development in Southern California.

It is to be hoped that the SCBA members will by now have awakened to the horrendous implications of the course they have set. Surely the wish for a free radio cannot be consistently coupled with the desire for security at any cost.

ANA-lyzed

WE DON'T know what statistical hocus-pocus the Assn. of National Advertisers will use to substantiate its soon-to-be-renewed campaign for radio rate reductions, but we will bet the ANA steers clear of any cost-per-thousand comparisons between radio and other media.

A CBS research study, reported in detail elsewhere in this issue, shows that radio reaches so many more people per advertising dollar than magazines or newspapers that there is no argument at all to support a demand for cutting radio rates.

The study shows that, if anything, radio ought to raise its prices.

The ANA's unsuccessful attempt last summer to force radio rate cuts was based on the theory that television had drained off so much radio audience that radio network advertising had become uneconomical. Without doubt, radio has lost audience to television, but also, without doubt, radio still delivers more people per dollar spent than competing media.

That kind of arithmetic can be figured on a cash register. It's the kind of simple truth that cannot be explained away, no matter how hard the ANA tries.

KJBS to BAB to BAM?

THE $140,000 research project proposed by the KJBS Special Test Survey Committee to evaluate audience measurement methods is just the kind of job for which Broadcast Audience Measurement Inc., as yet a paper organization, was conceived.

It is also intended to produce the kind of fundamental research that is needed by Broadcast Advertising Bureau as raw material in preparing sales aids for radio and television.

We think BAB, which is now getting underway under new and vigorous leadership, should take the project under its supervisory wing, assigning the actual work to a BAM activated for this specific first purpose. The project is so desperately needed to releive the present muddle in broadcasting research that it should be launched immediately.

Keep 'em Perkin'

THE ON-THE-AIR campaign by WOW Omaha urging listeners to replace or repair faulty radio sets is one that might well be taken up by all broadcasters. As WOW says: "If world peace efforts fail, your radio will be the most important device in your home."

The importance of radio (and television) as a defense arm has been underscored repeatedly, most recently by the National Production Authority which wisely has assured an adequate supply of replacement parts to keep equipment functioning.

Another development heartening to broadcasters is the appointment of Lewis Allen Weiss, former board chairman of Don Lee and of MBS, as director of the Office of Civilian Requirements in the NPA. Mr. Weiss, a man of vast practical experience, understands the extreme usefulness of broadcasting in a time of crisis.

It behooves broadcasters not only to see to it that their own plants are in good operating condition but also to encourage proper maintenance of the instrument that completes the broadcast connection — the receiver. Truly these days a radio set can be the most important device in any home.

our respects to:

GEORGE BENNETT LARSON

GEORGE BENNETT LARSON, who was looked upon as a boy wonder in the radio industry 25 years ago, today is obliged to perform wonders that were beyond imagination when the title was first conferred upon him.

Mr. Larson is vice president and general manager of WPIX (TV) New York, an independent station with a budget to match, situated amidst the big-spending network stations.

The miracle Mr. Larson is asked to pass is that of persuading large numbers of television viewers to tune in WPIX at the same time that other stations are carrying ornate programs that cost as much as $50,000 a performance. Since that is the kind of money that Mr. Larson can afford to spend on about a week of programming, it is easy to see what demands are made on his ingenuity in accomplishing his mission.

Fortunately, he learned early in his career the trick of stretching a dollar beyond the limits of elasticity intended by the U. S. mint.

Ben Larson likes to recall, however, a hard nugget of wisdom passed on to him 25 years ago when, seeking a larger program budget, he was told by Program Director Sid Fox of KDYL Salt Lake City:

"Ben, anybody can do it with *money*. It takes a smart guy to do it *without* money."

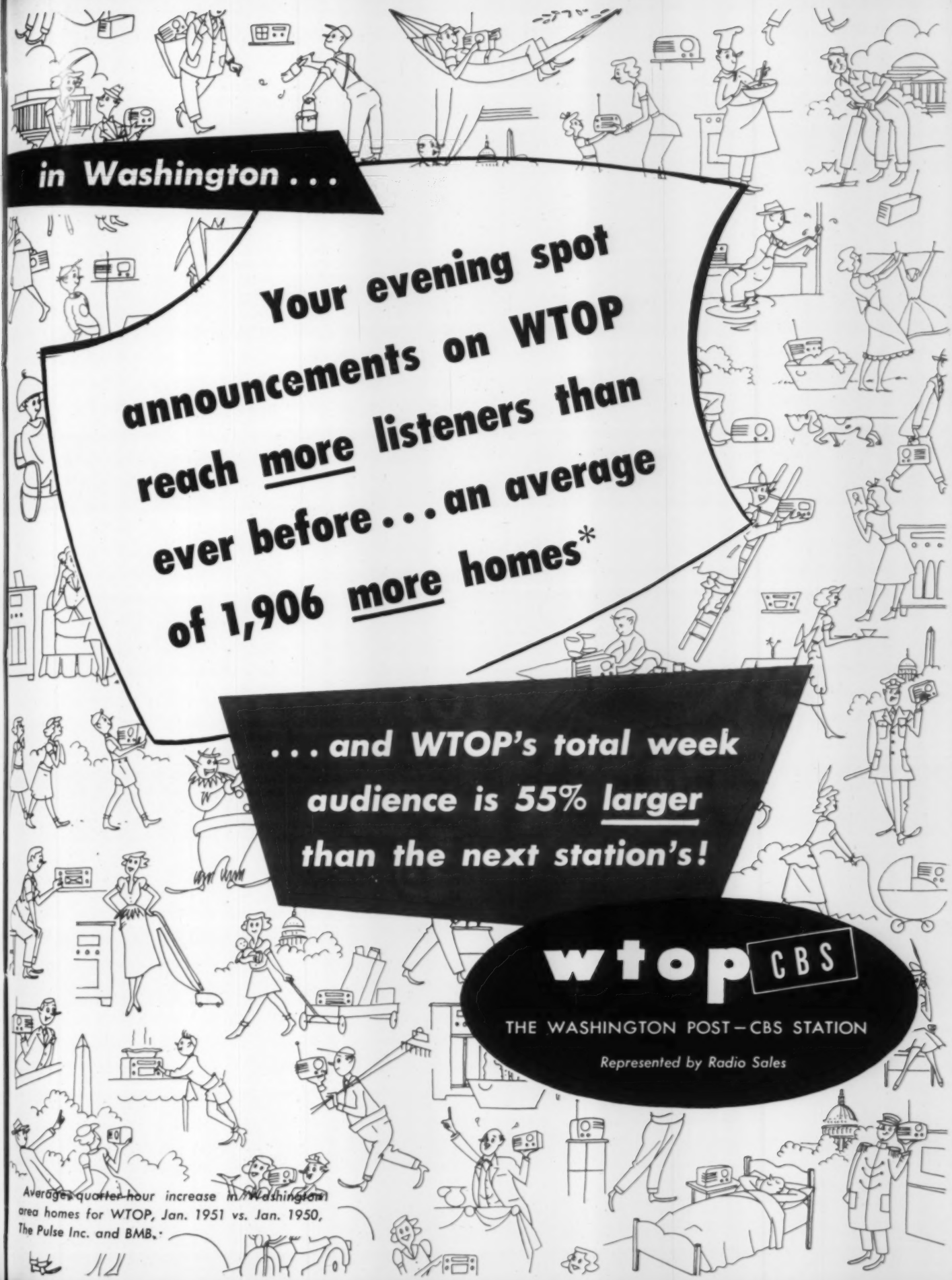
Since that time, Mr. Larson readily concedes, this bit of philosophy has rung true as a solid advertising fact, and as a credo to remember in current video budget problems. As he puts it: "I doubt if the time will ever arrive when we don't have to economize and review constantly the expense side of our business. We take what we have to spend, and do as good a job as we can . . . by stretching it."

"Stretching it" in this case simply implies a recognition of the fact that WPIX is an independent, non-radio affiliated TV station which depends largely on the ingenuity of Mr. Larson and others in the higher echelon of the newspaper-owned operation.

Before Ben Larson jumped aboard the *Daily News* flagship early last year, he had made his mark in other video associations culminating a steady rise through the broadcasting ranks that began in 1926.

George Bennett Larson was born in Salt Lake City on March 15, 1910, and educated at the U. of Utah and, later, New York U. Fresh from the campus, the youth began his radio career as an announcer at KDYL Salt Lake

(Continued on page 81)


in Washington . . .
Your evening spot announcements on WTOP reach more listeners than ever before . . . an average of 1,906 more homes*
. . . and WTOP's total week audience is 55% larger than the next station's!
wtop CBS
THE WASHINGTON POST – CBS STATION
Represented by Radio Sales
*Averages quarter-hour increase in Washington area homes for WTOP, Jan. 1951 vs. Jan. 1950, The Pulse Inc. and BMB.

front office

FORD BILLINGS, general manager WAJR-AM-FM Morgantown, W. Va., appointed general manager West Virginia Radio Corp. (WAJR, WDNE Elkins, W. Va., WJER Dover, Ohio). He will continue to head operations at WJAR.

RICHARD E. KAISER, veteran broadcaster, appointed general manager East Liverpool Broadcasting Co. (WOHI East Liverpool, Ohio).

PAUL MARTIN, program manager WKBW Buffalo, appointed station manager and program director WCCC Hartford, Conn.

JOHN Q. CANNON appointed assistant secretary RCA, effective April 1. Mr. Cannon has been attorney with legal department of RCA Victor Division, Camden.

F. J. KELLEY, executive manager and vice president WTSP St. Petersburg, Fla., appointed director *St. Petersburg Times*.

RA-TEL Representatives, N. Y., appointed national representative for WWIN Baltimore.

CHARLES V. DRESSER, account executive Dowd, Redfield & Johnstone Inc., N. Y., to sales department WOV New York.

GEORGE LASKER, manager WBMS Boston, resigns April 1. He has not announced future plans.

GUS MAEHL, KYA San Francisco, to KFRC San Francisco sales department replacing JIM RICHARDS, who joins John Blair & Co., same city.

ANNE MULLER SULLIVAN, formerly secretarial assistant to Byron Price at Associated Press and wartime Office of Censorship, to staff of WILLIAM S. PALEY, chairman of board, CBS, and now head of President's Materials Policy Commission in Washington. Mrs. Sullivan served over 14 years with Mr. Price, who is now assistant secretary general at United Nations, and is assisting Mr. Paley in his Washington assignment.

L. PRESTON COLLINS, lieutenant governor of Virginia, elected president Mountain Empire Broadcasting Corp. (WMEV Marion, Va.). He succeeds ROBERT LANE ANDERSON, publisher of *Smyth County News*, who sold his 25% interest to corporation. Other officers elected were: ROBERT C. WOLFENDEN, general manager, elected executive vice president, and LEON D. BEVILLE, re-elected secretary-treasurer.

IRA MORTON, syndicated TV columnist, to sales staff WBKB (TV) Chicago.

FRANK TAYLOR Jr., assistant and commercial manager WPDQ Jacksonville, Fla., resigns to join Wilson & Toomer Fertilizer Co., same city.

MAJ. WILLIAM BORRETT, general manager CHNS Halifax, retires. G. J. REDMOND, commercial manager, succeeds Maj. Borrett. DOUG GRANT appointed business manager.

FREDERIC L. HORTON, account executive Metropolitan Sunday Newspapers, and former sales staff member NBC, rejoining NBC radio network sales staff.

COLIN M. SELPH, vice president in charge of sales KPIX (TV) San Francisco, resigns June 1, and is on leave of absence starting March 1 to follow other interests.

JOSEPH K. MARSHALL, account executive KCBS San Francisco, called to active duty with Air Force.

DOROTHY MALONEY, commercial traffic manager KMBC-KFRM Kansas City, Mo., to Free & Peters Inc., in S. F. office.

ROBERT E. WIDMARK to sales department WMT Cedar Rapids, Iowa. He was with Chicago office Meredith Publishing Co.

RICHARD C. PATTERSON Jr., ambassador to Guatemala and former executive vice president NBC (1932-37), nominated by President Truman as U. S. Minister to Switzerland.

COLE KEYES to sales staff WGN Chicago. Was with booking unit Music Corp. of America, same city.

Personals . . .

J. LEONARD REINSCH, managing director Cox radio and TV operations, visited New York and Washington last week for high-level industry conferences. . . . FRANK ROEHRENBECK, director of distribution and recording for MGM Radio Attractions and general manager WMGM New York, received award from National Society for Crippled Children for program *The Story of Dr. Kildare*.

NAT M. ABRAMSON, manager WOR New York entertainment bureau, grandfather of girl, born March 1. Father, EPHRAIM ABRAMSON, is WPIX(TV) New York TV engineer. . . . HERBERT V. ACKERBERG, CBS vice president in charge of station relations, and Dorothy Kennedy Doyle, New York, were married last Tuesday at Hampshire House, New York.

Strictly Business

(Continued from page 18)

moted by NBC to Spot Sales in New York. One year later he was advanced to sales manager of Westinghouse's KDKA Pittsburgh. In 1943 he returned to Philadelphia as sales manager of KYW. In November 1944 he rejoined NBC in New York, and two years later he became manager of Spot Sales.

The important event in his life in 1946 was selling Francis Armstrong, secretary to John Royal, vice president in charge of television at NBC, on the idea of becoming Mrs. deRussy.

After 13 years experience in the field of advertising and radio, he returned to Philadelphia for the post of director of sales at WCAU, when the position was vacated by Alex Roseman. Since heading the sales department of the WCAU stations, he has increased the sales staff from five to eight people. This includes Anne Lawton, the only woman selling radio and TV time in Philadelphia. At the end of 1950, WCAU reported that it had had the most successful year in its 28 year history.

Mr. deRussy's hobbies are hunting and fishing. He is a member of the Television Assn. of Philadelphia, the Poor Richard Club and the Radio Executives Club in New York. He lives in Goshen, Pa., and has two children, Carter, 2, and Edith, 1.

STAY ON TOP With KFSD

The station that consistently delivers the major share of the audience in San Diego, California

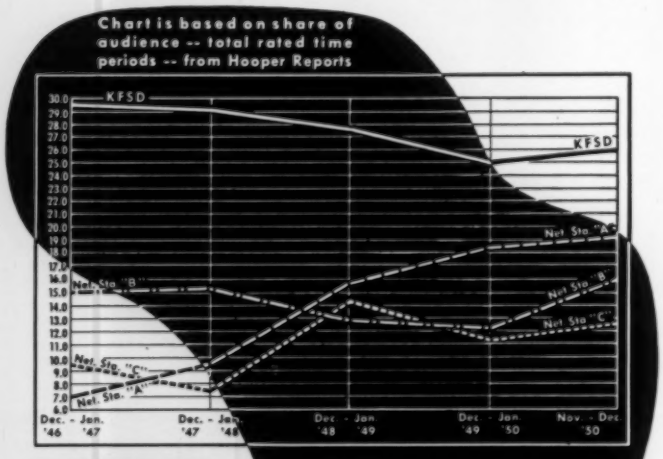


Chart is based on share of audience -- total rated time periods -- from Hooper Reports
KFSD
KFSD
Net Sta. "A"
Net Sta. "B"
Net Sta. "B"
Net Sta. "C"
Net Sta. "C"
Net Sta. "A"
Dec. - Jan. '46 '47
Dec. - Jan. '47 '48
Dec. - Jan. '48 '49
Dec. - Jan. '49 '50
Nov. - Dec. '50

Land more sales in San Diego's fishing fleet that spends 58 million dollars annually . . . with "stay-on-top" KFSD!

KFSD NBC

The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

ZIV SERIES

New 'Bold Venture' Sales

FREDERIC W. ZIV Co.'s transcribed-syndicated adventure series, *Bold Venture* with Humphrey Bogart and Lauren Bacall, has been selling to automobile and furniture sponsors throughout the country, it has been announced. Also, nine more brewers have contracted to sponsor the series, which is to be released March 26.

Nine furniture dealers have purchased the show for 52 weeks for broadcasting in the following markets:

WORX Madison, Ind.; WNCC Barnesboro, Pa.; WCPA Clearfield, Pa.; WTBO Cumberland, Md.; WSLI Jackson, Miss.; WRGA Rome, Ga.; WPCF Panama City, Fla.; (station undecided) Davenport, Rock Island, Moline; (station undecided) Wheeling, W. Va.; KCOW Alliance, Neb.; (station undecided) Sikeston, Mo.; KWHK Hutchinson, Kan.; and KBST Big Springs, Tex.

Six automobile dealers have purchased the show for 52 weeks to be broadcast in the following markets:

KHAS Hastings, Neb.; WBAY Green Bay, Wis.; KODY North Platte, Neb.; WCHS Charlotte, W. Va.; KTRY Bastrop, La.; (station undecided) DuBois, Pa.

In addition to the 82 cities previously reported sold to beer sponsors [BROADCASTING • TELECASTING, Feb. 5], the following have signed 52 week contracts:

Genesse Brewing Co., Rochester, through Rogers & Porter, in Buffalo, Syracuse, Albany, Troy, Schenectady, Jamestown and Geneva; all New York.

Ft. Pitt Brewing Co., Pittsburgh, through BBDO, Pittsburgh.

Storz Brewing, Omaha, in Des Moines, Cedar Rapids, Mason City and Sioux City, Iowa, and Sioux Falls, S. D.

National Brewing Co., Baltimore, through Owen & Chappell Adv. in Hagerstown and Frederick, Md.

Fred Koch Brewery, for Dunkirk, N. Y.

American Brewing Co., in Alexandria, La.

Pfeiffer Brewing Co., through Maxon Adv., Detroit, in Clarksburg, Youngstown and Mansfield, Ohio.

Gunther Brewing Co., distributor in Lynchburg, Va.

Hampden Mild Ale in Manchester, Nashua, Portsmouth, Laconia, all New Hampshire.

WHAS Rate Structure

CHANGE in the rate structure of WHAS Louisville, Ky., becomes effective March 15. When Rate Card No. 10 goes into effect on that date, the 7-8 a.m. period moves from Class C to Class B time, according to Neil Cline, the station's sales director. He points out no change was made in the announcement rate or in the rest of the WHAS rate structure. This change for WHAS was erroneously reported as a change for WHAS-TV in the March 5 BROADCASTING • TELECASTING.

Mr. Filipps

Mr. Wilbur

* * *

WOL EXPANSION

Executive, Programs Added

EXPANSION of the WOL Washington executive staff was announced last week by Fred Palmer, general and commercial manager of the Liberty network capital key station. At the same time it was disclosed that WOL plans a marked increase in the number of programs to be fed the growing list of Liberty stations.

Ben E. Wilbur, for many years with the Voice of America, has been named assistant to the manager and program director. He has been in radio 16 years, including posts at WFBM Indianapolis and at WCOL and WHKC Columbus.

Allan Filipps, formerly WOL program director, becomes a commercial representative of the station.

Main program development will be in the news field. Raymond Swing, picked up from WOL by Liberty on a co-op basis, is said to be heavily sold around the nation. Other nationally known commentators are to join the Liberty staff in the near future. WOL at presents feeds seven 15-minute and a number of five-minute programs to Liberty.

A relatively new network, operated on a co-op basis, Liberty is described as operating in the black despite lack of a New York key. It is understood the network is negotiating with WINS New York to become key station in that city. WOL operates on 1450 kc with 250 w plus booster station. It has applied for 5 kw on 1460 kc.

KFI SEPARATION

Radio-TV Operation Split

FINAL SEPARATION of radio and television activities of KFI-AM-FM-TV Los Angeles was announced last week by President Earle C. Anthony. Following previous separation over the past several months of sales, parts of program, continuity acceptance and other departments, management last week separated the engineering and program departments into independent radio and TV units.

Personnel affected by the change are H. L. Blatterman, co-chief engineer, appointed chief engineer of the radio operations; Curtis W. Mason, co-chief engineer, as chief engineer, KFI-TV; Seymour Johnson, KFI-TV facilities engineer, to research and design department in charge of AM-FM-TV operating facilities.

RADIO TIEUPS

Noted in Subversive Guide

NEW listing of alleged Communist or Communist-front organizations and publications has been issued by the House Un-American Activities Committee in the form of a "Guide to Subversive Organizations and Publications."

Among those listed with radio connections are:

Emergency Committee on KFI, which the committee said was "cited as an organization formed to protest the discharge by Los Angeles Radio Station KFI of six news analysts and commentators who were the media of pro-Soviet, Red-slanted propaganda." It referred to the California Committee on Un-American Activities, Report, 1947, page 180.

Hollywood Community Radio Group Inc., which the committee noted was "cited as a 'Communist inspired and directed' organization whose 'immediate objective is the establishment of a radio station in Los Angeles County." Again it referred to the California report, page 370.

People's Radio Foundation Inc., which the House group said was "cited as subversive and Communist" by former Attorney General and now Associate Justice Tom Clark in letters to the Loyalty Review Board in 1947 and 1948; and "cited as a Communist Front" in the 1948 California Committee report, page 392.

Provisionsal Committee for Democracy in Radio, described as "cited as a Communist front" by the California Committee 1948 report, page 392.

KY. CLINIC

Hears Radio Praised

RADIO was unsparingly complimented by Adolf F. Rupp, U. of Kentucky basketball coach, at the first Annual Clinic for Radio Broadcasters at the university campus in Lexington.

"The tremendous popularity of our sports at the university as well as the state is due entirely to radio broadcasting of the games," Coach Rupp told the clinic.

Other topics discussed at the clinic, Feb. 23-24, were, "The Place of Kentucky's Radio Stations in the Civil Defense Program," "Radio Law As It Pertains to the Taxation of Radio Stations," "Sports Announcing" and "Audience Measurement Technique."

The clinic was a cooperative activity of the Department of Radio Arts, U. of Kentucky, and the Kentucky Broadcasters Assn.

College Conference

MORE THAN 60 delegates from 23 eastern colleges are expected to attend an Intercollegiate Radio Conference sponsored by WCSR Smith College, Northampton, Mass., March 16-18. The conference will offer an opportunity for discussion of college radio problems and the college station's place on the campus. WCSR is a member of Pioneer Broadcasting System.

It's the Seasonin' that Does It!

Many of our advertisers date their association with WIOD back 20 years -- 15 years -- 10 years.

They've found WIOD has the "recipe" for selling their products and services. They know it's the "seasoning" we use -- the outstanding SERVICE we render Southeast Florida that gives that extra plus!

And, there's no better proof of WIOD's service than the congratulatory messages received on our 25th Anniversary January 18, 1951 from Congressmen, local and state officials, prominent citizens and just plain listeners.

Our Rep, George P. Hollingbery Co., will tell you all about it. Call 'em.

WIOD

Established January 18, 1926

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

LIQUOR AD BAN

Proposed in Maine Bill

SPORTS broadcasts bearing sponsorship of alcoholic beverage advertisers could not be aired in Maine under provisions of a bill pending in its legislature. Measure also bans radio, magazine or newspaper liquor ad copy containing information beyond the advertiser's name, brand-name or statement of sponsorship.

In hearings held before the Liquor Control Committee, Frank Hoy, WLAM Lewiston general manager and spokesman, Maine Broadcasters Assn., pointed out the bill's impractibility in that national periodicals and radio broadcasts from New York and Massachusetts' stations could not be screened for advertising content. "Will you jam them (broadcasts) as iron curtain countries do to keep out Voice of America broadcasts?" he asked. Supported by Arthur Tiffin of Guy Gannett Broadcasting Services (WGUY Bangor, WGAN Portland), Mr. Hoy said the liquor commission already had authority to eliminate misleading advertising.

Maine law defines liquor as any beverage with 1% or more alcohol. Penalty for violation of the bill introduced by State Rep. Ernest Brown would be a 30-day censure on sale of the specific brand involved.

'TRUTH' DRIVE

Truman Asks Congress For 'Voice' Funds

A NEAR $100 million outlay to finance international broadcasting facilities for the Voice of America and to "assure adequate coverage" behind the Iron Curtain and other "critical areas" was requested by President Truman last Monday.

In a letter to House Speaker Sam Rayburn (D-Tex.), the Chief Executive told Congress that "the gravity of the international situation" makes it necessary that the U. S. accelerate its broadcast facilities construction "to make our campaign of truth more effective in countries behind the Iron Curtain." He requested $97.5 million for the Voice.

The President asserted that "incredible as it may seem, Communist lies are widely believed in many parts of the world because the people there have no way of learning the truth." He stated his conviction that the new appropriation is an "essential part" of the nation's effort to achieve international stability and to deter the spread of aggression.

"Present world conditions make it imperative," Mr. Truman declared, "that we avail ourselves of every possible means for presenting the truth to the rest of the world and counteracting the distortions and untruths that the Communist leaders and their puppets are spreading."

The $97.5 million, which would be obligated this fiscal year ending June 30, accents new powerful transmitters, and would enlarge a previous allocation of $41,288,000 voted by Congress last summer for initial construction of facilities.

The House Appropriations State Dept. subcommittee discussed Voice funds last week but took no definite action. It was not immediately known whether special hearings would be held on the additional appropriations.

Last Monday's request, coupled with an estimated $115 million for fiscal 1952 and the $111 outlay already obligated for the current year, would push State Dept. information appropriations into the astronomical strata—roughly $223 million if Congress approves the supplemental and regular budgets now before it.

Of this sum, approximately $180 million is siphoned to the Voice covering the period July 1950 to July 1952. That estimate is based on four (two regular, two supplemental) sets of budget requests.

In submitting the new supplemental, President Truman said the monies would be used for construction of new broadcast facilities and for "the final links in a ring" of transmitters. He said the program will be expanded and speeded up, with a new target date for present construction set for Dec. 31, 1951.

State Dept. officials explained that previous requests were based on pre-Korean estimates over a three-year period. Fresher estimates—the $97.5 million asked last week—are the result of figures compiled by national communications experts at the request of the department.

Budget Breakdown

The 1951-52 breakdown, already approved by the Budget Bureau and now pending before the Senate and House Appropriations committees, calls for $25 million for radio operations, and miscellaneous sums for other activities.

Officials also explained that some monies may be allotted for the purchase and distribution of small inexpensive radio receivers, earmarked for shipment to Iron Curtain countries. RCA and other companies have indicated their willingness to manufacture these sets, which may range in cost from $5 to $15. Congress voted $2,860,257 for this purpose last year [BROADCASTING • TELECASTING, Aug. 28, 1950].

Meanwhile, public affairs groups of the Senate Foreign Relations and House Foreign Affairs committees are primed to hear a firsthand report on Voice progress in the "campaign of truth" once they clear their decks of other pressing business. A joint session, originally slated for last Monday, was postponed because of a time conflict of State Dept. testimony before House Appropriations members and the upper chamber committee's preoccupancy with the manpower problem.

Authorities thought it possible that hearings may be held sometime this week. Edward W. Barrett, Assistant Secretary of State for Public Affairs, and other department officials will testify before the joint subcommittees, headed by Sen. Brien McMahon (D-Conn.) and Rep. A. S. J. Carnahan (D-Mo.). Other members are:

(Senate)—Sens. Theodore Green (D-R.I.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.) and Henry Cabot Lodge Jr. (R-Mass.). (House)—Reps. Robert B. Chiperfield (R-Ill.), James G. Fulton (R-Pa.), Franklin D. Roosevelt Jr. (D-N. Y.) and Clement J. Zablocki (D-Wis.).

NLRB DECISION

KVEC Wins Employe Dispute

PRELIMINARY findings that KVEC San Luis Obispo, Calif., had refused to bargain with Local 202 of the International Brotherhood of Electrical Workers (IBEW), but had not discriminated against certain technical employes, were adopted by the National Labor Relations Board last Thursday.

The decision, upholding the recommendations filed by Examiner William E. Spencer in September 1950, was the outgrowth of a complaint charging that the station had unlawfully discharged Milton Crane, Dwight Stephenson and Chester Egan when it abandoned FM operation and transformed the AM transmitter into a combination operation.

NLRB ruled that there was total lack of evidence that the station, licensed to Christina M. Jacobsen, had discharged Messrs. Crane and Egan because they supported the union. The board ordered KVEC, however, to reinstate Mr. Stephenson. KVEC had contended that discontinuance of FM eliminated a technician's job and that the employe "had shown himself to be negligent and incompetent in his duties. . . ."

According to NLRB, KVEC had asked technicians to audition for announcing duties when it dropped the FM transmitter. Mr. Crane did not avail himself of the opportunity and Mr. Egan failed to qualify, with discharges following the auditions.

The decision also dismissed KVEC's contention that it was under no obligation to bargain because the union never represented an "uncoerced" majority, and the unit sought was "inappropriate." It said that the station was obliged to maintain bargaining relations since Oct. 27, 1949, when the union made its claim of majority representation.

WJR

MICHIGAN'S
most powerful
advertising
medium

WJR • The Goodwill Station Inc. • Fisher Bldg. • Detroit • CBS • 50,000 Watts
Represented Nationally by Edward Petry & Company

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

MARCH 12, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

for sales-minded TV advertisers

"SHARP COMMENTS"
by
Fern Sharp
12-12:30 p. m.
Mon. thru Fri.

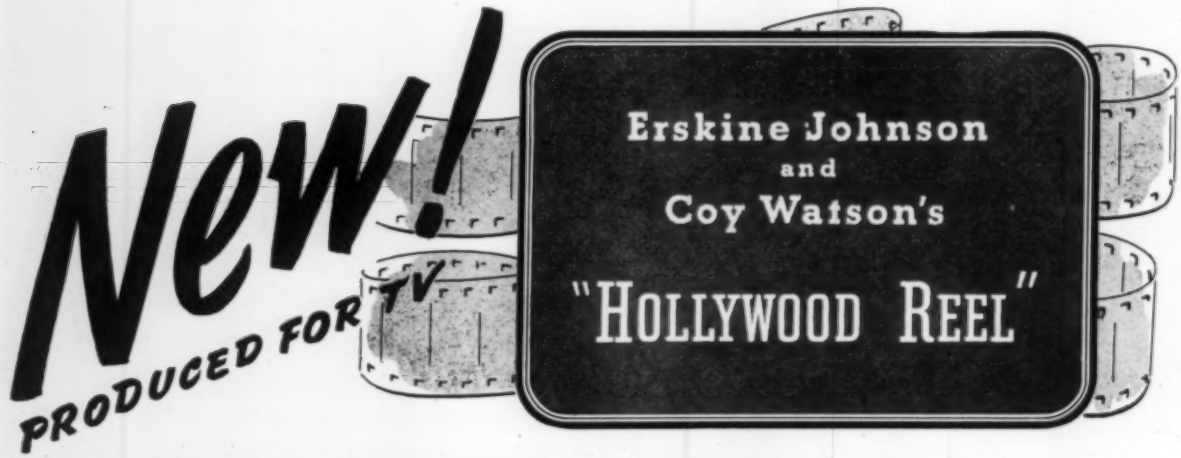
Popular WBNS-TV Participation Program

The word of Miss Sharp works wonders for her sponsors. As a leader in presenting fashion, food and homemaking news to central Ohio, she has held the consumer's confidence for over 12 years.

Her informal "Sharp Comments" bring televiewers an interesting half-hour variety of news, views and interviews in the women's world—and offer TV advertisers an excellent opportunity to chat about their products. Local as well as national advertisers are securing good results from Miss Sharp's popular television program.

Write for program details and success stories on "Sharp Comments" in central Ohio's rich TV market . . . or ask your Blair TV representative.

WBNS-TV COLUMBUS, OHIO
Channel 10
CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM
Sales Office: 33 North High Street



Big-Time Nationally-Tested TV Show—All Yours in Your Own Markets at a Price You Can Afford

HOLLYWOOD STARS... at Home, at Work, at Play

26 TIMELY exciting 15-minute film features presenting the real lives of the Movie Capital's most colorful personalities. Running comment by the well-known nationally syndicated Hollywood columnist, Erskine Johnson.

A MOVIE fan magazine on *film*, picturing the hobbies, businesses, amusements of the stars . . . glimpses of Hollywood fashions-in-the-making . . . behind-the-scenes secrets in the shooting of million dollar motion pictures. Five or six subjects in every program—something to attract every member of the televiewing family.

AUDIENCE-TESTED! Captured excellent Videodex ratings (3 mos. averages) in the following cities: Buffalo 34.8; Chicago 14; Cleveland 14.4; Los Angeles 11.4; St. Louis 28; Washington 19.3.

ADVERTISERS! Inquire immediately respecting sponsorship in your markets. Selling fast—but many areas still open. Cost: 50% of Class A live one-time quarter-hour rate for stations used. (Also available to TV stations for resale locally.)

26 PROGRAMS READY, more in production. Running time: 12 minutes without commercials. Center fadeout permits insertion of middle commercial.

Audition prints on request—write, wire, telephone

PARAMOUNT TV NETWORK
1501 Broadway, New York 18, N.Y. BRyant 9-8700

Paramount Television Network

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

...nal Press Bldg.
...shington 4, D. C.

MARCH 12, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

ASCAP BEGINS FIRST STANZA

By Mailing 'Rejected' Forms

By BRUCE ROBERTSON

ASCAP LAST Wednesday mailed to the nation's TV broadcasters license forms covering the use of ASCAP music on video programs on a per program basis. Licenses were issued by ASCAP on its own, the terms included having been rejected the previous week by the All Industry TV Per Program Committee which for more than a year had been trying to negotiate a satisfactory license agreement with the society [BROADCASTING • TELECASTING, March 5].

Letter of transmittal, signed by Otto A. Harbach, ASCAP president, said that the licenses were being distributed in accordance with his letter of Dec. 14, 1950, which notified TV station operators that negotiations with their committee had failed and that ASCAP would shortly issue per program licenses of its own making. Since then another meeting of the television committee and a group of ASCAP executives was held, Feb. 28-March 2, but no agreement was reached then, either [BROADCASTING • TELECASTING, March 5], so ASCAP went ahead and sent out unilaterally drafted license forms.

"We wish to assure you," Mr. Harbach wrote, "that the enclosed form of per program license represents our sincere effort to arrive at a fair rate on the basis prescribed by the Television Per Program Committee of your industry —that is, one on which no payment is to be made on spot announcements between programs even though the program preceding or following the spot announcement is one which contains ASCAP music."

Dec. 15 Expiration

The per program license forms set Dec. 31, 1951, as the end of the license period. This is at variance with the blanket license forms issued by ASCAP in October 1949, which gave Dec. 31, 1953, as their concluding date. The blanket licenses, however, contain a clause giving ASCAP the right to conclude them at the end of 1951 on 90 days notice. Both contracts are retroactive to Jan. 1, 1949, ASCAP's free licenses to television stations having ended on Dec. 31, 1948. Since then, most TV stations have used ASCAP music on an interim agreement basis, making flat fee monthly payments which will be adjusted on the basis of the terms of the license accepted by each station.

Three of the TV networks (ABC, CBS, NBC) have blanket licenses from ASCAP for themselves and for their owned and operated TV stations. DuMont also has a blanket ASCAP license for its network operation, but the agreement includes a special clause giving DuMont the right to exchange the blanket deal for a per program license if it so desires after having examined the per program offer. The three TV stations owned by DuMont are operating under the interim licenses.

The proposed rates, covering "each local commercial television program of which any of the musical content shall include, in whole or in part, any musical composition licensed hereunder," according to the license form, call for payments of the following percentages "of the station's full television rate card as published in *Standard Rate & Data* applicable to a single local commercial television program for the time when such local commercial television program shall be broadcast," are as follows:

"(A) 8½% of such full television card rate if the station has gross receipts from sponsors less than $150,000 per year for such year, or

"(B) 9% of such full television card rate if the station has gross receipts from sponsors between $150,000 and $300,000 per year for such year, or

"(C) 9½% of such full television card rate if the station has gross receipts from sponsors in excess of $300,000 per year for such year."

Definition of Local Show

The license form describes a "local television program" as any program broadcast by the station "other than a network television program," which is defined as a program "broadcast simultaneously or by so-called 'delayed' or 'repeat' broadcasts (sometimes known as 'rebroadcasts') over two or more affiliated stations."

"Gross receipts from sponsors" mean the gross payment of advertisers for the use of the station's facilities for local TV programs. Co-op network programs are considered as network and not local programs and, like other network shows, are covered by the networks' licenses from ASCAP. Stations are not required to pay ASCAP for revenue from local political telecasts and are also exempted from paying for motion picture programs if they have been licensed at the source.

At first glance the fees asked by ASCAP for video commercial shows under the proposed per program license do not greatly exceed the 8% royalty payments paid on radio commercial programs under the ASCAP per program radio station licenses. But vigilant telecasters were prompt to point out that the radio licenses are not based on one-time ratecard rates but on actual receipts for time, after contractual discounts, agency commissions and sales costs have been deducted.

According to one executive of a company operating both a radio and a television station, which has

(Continued on page 66)

CARROLL IN CONTEMPT?

Vote Test Case

VOTING to make a "test case" of James J. Carroll's refusal to testify before TV cameras in St. Louis, the Senate Crime Investigating Committee last week recommended that the Senate cite the "betting commissioner" for contempt.

The action is the first step looking to a decision on whether a witness can be forced to testify with video cameras present [BROADCASTING • TELECASTING, March 5].

A fortnight ago Mr. Carroll walked out of a hearing that was being covered by KSD-TV St. Louis. The "betting commissioner" told Sen. Estes Kefauver (D-Tenn.) televising constituted an invasion of his constitutional right of privacy and subjected him to ridicule and embarrassment.

Sen. Kefauver, committee chairman, has since put himself on record in favor of continuing telecasts of the crime committee's public proceedings (see coverage story page 72).

Reaction was swift in industry and Congressional quarters as well as in the press.

The controversy drew two editorials from the *Washington Post* which questioned "whether it is sound policy to force testimony from witnesses under the distracting influence of television lights and microphones." In its view, the *Post* saw regular use of TV in committee investigations as encouraging "inquisitors to put on a show" instead of compiling information. "Fact-finding would almost inevitably degenerate into circus antics."

Magee Gives Warning

Both the *Post* and the *Washington News* pointed out that courts do not require witnesses to testify under such conditions. These sentiments were echoed in remarks by Rep. Clare Magee (D-Mo.) which were read into the *Congressional Record*.

Rep. Magee warned, "We should never let these investigations deteriorate into forums of entertainment nor should they be used to assassinate character."

When Sen. Kefauver refused to hear Mr. Carroll's testimony except before cameras, Rep. Magee reflected, "there arises the question of whether the Senator was most interested in getting the facts or in getting the fullest publicity."

Expressing himself on telecasting of testimony, Rep. Magee commented, "To me the whole idea is inane and repulsive. It would bring the Congress to a new low level in public esteem. The dignity of the courtroom would become only a memory while its sacred portals became a testing ground for the future Faye Emersons and Jimmy Durantes."

John S. Hayes, WTOP Inc. (WTOP-AM-FM-TV Washington) vice president, struck back at the *Post's* condemnation in a letter to the editor. (The *Post* has controlling interest in WTOP Inc.)

Sweeping aside arguments that television would spur showmanship, Mr. Hayes said that on the contrary, presence of video would tend

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A New TV Art

MAGNETIC RECORDING lowers costs

By DANIEL E. DENHAM
NEW YORK TECHNICAL SALES REPRESENTATIVE
MINNESOTA MINING & MFG. CO.

TELEVISION, itself new, is adopting a new audio art to achieve both better quality and lower cost.

This new art is magnetic sound recording. Its use in making television films has saved countless thousands of dollars, yet improved audio quality—and still bigger savings and better quality can be expected.

Those benefits, now enjoyed primarily at network headquarters, can also be expected at individual TV stations. Magnetic recording applies to any television film, from filming local programs and commercials to filming live action that is to be sent to other stations.

Television approached magnetic recording gingerly at first, seeking economies.

First step was to switch from optical film to magnetic tape in making the duplicate or "safety" sound master. This reduced costs sharply, since the magnetic "safety" could be erased and reused repeatedly after the film was completed. Savings ran into tens of thousands of dollars in the New York area in the first few months.

Another advantage was realized at the same time—the magnetic "safety" could be played back immediately. This speeded production and saved additional thousands of dollars. Since the producer could play back the audio section immediately, he could make corrections on the spot instead of having to do it later when it would require reassembling an expensive cast and set.

TV stations have been quick to adopt the new method: CBS with Fairchild magnetic tape equipment: NBC with RCA 16mm magnetic film equipment; and DuMont and New York City's Television Unit, with Reevesound 16mm magnetic film equipment.

After magnetic recording had effectively cut costs, television began considering its other virtue—quality—and adopted magnetic tape or film for the master as well as the "safety." Mixing the various tracks (dialogue, background music, etc.) was all done on the magnetic medium, and the completed audio master was magnetic. Quality was improved, since the magnetic medium retains its original quality throughout processing, while the optical system suffers several losses in quality.

Better Quality

With this method, the finished product is still a composite picture-film-and-optical-recording, but the quality is better, and costs are lower since the magnetic material can be re-used.

However, the method that gives the best audio quality and lowest cost is the "dual system," which uses the magnetic medium both for recording and for playing back. Safeties and masters are made on magnetic, with mixing and dubbing also on magnetic, thus the finished audio product is a complete master magnetic film or tape. This is played back in a magnetic playback unit in synchronism with a separate picture film projector.

A better picture image is also obtained, since the picture processing steps are cut down, thus eliminating imperfections created by those steps. A negative print is used. And costs are still further reduced due to the fewer film processing steps.

* * *

TV STATIONS have been quick to adopt the new method of magnetic sound recording, Mr. Denham says. Above are two of the Fairchild Pic Sync magnetic recorders installed at the CBS television studios in New York. At left is an RCA 16mm magnetic film recorder used in NBC's New York TV studios.

LATEST technical improvements in the ever developing art of television usually are translated into savings for the telecaster and better service for the viewer. Daniel E. Denham, an authority on magnetic sound recording for TV, herewith points up its advantages to station operators. Mr. Denham is the New York technical sales representative for the Minnesota Mining & Mfg. Co. of St. Paul, maker of "Scotch" sound recording tape and film.

Mr. Denham

[Two definitions may be in order: *Magnetic film* is of 16mm, 17½mm, or 35mm width; has a 5-mil cellulose acetate base similar to motion picture film; has a coating or iron oxide instead of an emulsion; and is perforated, with the sprocket holes being the same pitch and width as those in picture film. *Magnetic tape* is ¼" wide, has a base thickness of 1½ mils, and is coated with iron oxide similar to the magnetic film, but has no sprocket holes.]

In the "dual system" of using a magnetic medium for playback, the major problem that television encountered was lip synchronization. It was also the only important problem, since other questions—fidelity, signal-to-noise ratio, amplitude variation, level, storage conditions etc.—had been proved through radio use of magnetic tape and film.

Sprocket holed magnetic film seemed the obvious way to achieve perfect synchronization between sound and lip movements. A recorder, using magnetic film and run by a synchronous motor (fed from the same line source as the synchronous motor of the picture film), stays in perfect lip synchronism. The two machines are locked in synchronism at the start of the take, and stay that way throughout the take. The operation

(Continued on page 70)

PAUL DIXON

RADIO-TV — CINCINNATI POST

*TV Poll Results

Here's the Way You Voted;
The Emcees and the "Big Hand"

BY MARY WOOD

WCPO-TV was FIRST in:

Personality — Paul Dixon
Drama — Pulitzer Prize Playhouse
Music — Cavalcade of Bands
Quiz — Twenty Questions
Daytime Show — Dixon Song Shop
Kitchen Show — Cathy's Kitchen

Cincinnati's "Mr. TV"

WINS ANOTHER "FIRST" FOR WCPO-TV

Cincinnati tele-viewers were recently polled by Mary Wood of the Cincinnati Post. Their Favorite TV Personality: Paul Dixon. Their Favorite Daytime Show: Paul Dixon's Song Shop. Surveys continue to show that night and day, week after week, month after month, WCPO-TV is first in Cincinnati.

**From Cincinnati Post Television Poll, 1951*

WCPO — TV, AM, FM
affiliated with the
Cincinnati Post
Represented by
THE BRANHAM CO.

WCPO-TV *Channel 7*
CINCINNATI, OHIO

WCPO-TV carries top 5 multi-weekly programs seen in Cincinnati . . JANUARY PULSE

COLOR ARGUMENT

SCOTUS Sets for March 26

TELEVISION's importance in the national economy may be underscored by the alacrity with which the Supreme Court could windup the long-raging color controversy. In the wake of the high court's announcement last Monday that it would hear oral arguments, observers pointed to the April 1 expiration of the lower court's stay order against commercial use of color by CBS and recognized the possibility of a bench opinion being handed down shortly thereafter. However, some sources felt that a final decision might not be rendered until late spring.

Further avenues of action could be an extension of the stay order pending the issuance of the Supreme Court decision, or even complete disregard of the expiration of the stay order.

It is expected that on March 26 the government's case will be presented by Solicitor General Philip B. Perlman, with Samuel I. Rosenman of Rosenman, Goldmark, Colin & Kaye as CBS counsel. For the appellants, it is anticipated that John T. Cahill and Judge Simon H. Rifkind, counsel for RCA and Emerson Radio & Phonograph Corp., respectively, will appear.

In setting the case for argument last Monday, the Supreme Court turned down a motion by CBS, FCC and the Dept. of Justice to affirm a previous ruling of the Chicago District Court which had upheld the right of the FCC in authorizing commercial use of the CBS color system [BROADCASTING • TELECASTING, March 5, Jan. 22]. However, the stay order by the lower court to April 1 was also continued by the high tribunal.

The appellants in their replies to the CBS-FCC-Justice motion of last month claimed that the Chicago court had not afforded "judicial review" in dismissing the case with "express" language that "showed it (District Court) intended to leave decision of this case on the merits" to the Supreme Court.

Further, the appellants questioned that the FCC original decision was based on an adequate hearing record. RCA alleged the record was "admittedly inadequate" and that the Commission has "violated its duty to inform itself" and to take account of determinative facts.

The appellants also questioned whether there was a violation of the Administrative Procedure Act, alluding to "refusal" of the FCC to consider the RCA Progress Report and the report of the Condon Committee "even though these were submitted in RCA comments . . . requested by the Commission."

CBS, FCC and the Dept. of Justice in its earlier motion to affirm to the Supreme Court undertook to answer RCA charges, saying that the action of the District Court in sustaining the FCC decision was "an admittedly difficult one, but one of exactly that nature which is within the informed competence of an administrative agency." This motion recognized the rapid technical developments that constantly occur in television but pointed to "the obvious fact" that if a system of satisfactory color television was to be initiated at the earliest practical time, there must be a "stopping point" somewhere in judging the issue.

The motion termed the matter "the classic case for judicial non-intervention" and declared "it is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency."

While most opinion in Washington indicates that the FCC's original decision will be upheld in the Supreme Court, it is questioned just how far the fruits of victory can be applied by CBS in the face of the national defense situation and the scarcity of certain materials.

Nevertheless, CBS has indicated it was ready to continue its original color telecasting plans once the issue was settled in its favor.

NEW ORLEANS had its first glimpses of color television Feb. 28 and March 2 when CBS coincided color demonstrations with a March 2 meeting in the Crescent City of Districts 4 and 5 of the Columbia Affiliates Advisory Board [BROADCASTING • TELECASTING, Feb. 26]. Shown at a cocktail party during the meet are (l to r) Howard Summerville, general manager, WWL New Orleans; Dr. Frank Stanton, CBS president; Glenn Marshall, WMBR Jacksonville, Fla.; Jack Van Volkenburg, CBS vice president, and Adrian Murphy, CBS vice president.

20th CENTURY

Buys Color System Share

PURCHASE of an interest in a new theatre color television system by 20th Century-Fox Film Corp. was announced last week by Spyros P. Skouras, president, following his return from Switzerland.

Developed by the Swiss Federal Institute of Technology in Zurich, the Eidophor projection system, as it is known, is expected to be deliverable in about 18 months, following solution of certain technical difficulties.

The Eidophor projector under development will not be any larger than those now in use in movie houses, according to Mr. Skouras, although the size and complexity of the original experimental apparatus caused it to appear impractical.

"With this new system, we will be able to broadcast whole operas, recitals by the greatest living musical artists, sports events, practically anything, to thousands of motion picture houses simultaneously," he said.

The system is described as a development from the basic idea of modulating the light of an outside source, such as an arc lamp, until its intensity corresponds to a television signal. It is said to "closely approach" 35mm film in screen brightness, tone scale, contrast ratio and detail.

The purchase included exclusive rights to the manufacture and distribution of Eidophor equipment in the United States as well as an undisclosed interest in the European manufacture and distribution.

NETWORK BUSINESS

Add 13 New Advertisers

IN THE flurry of business activity resulting from the annual mid-March contract negotiations between the networks and advertisers, the four TV networks reported a total of 13 new sponsored programs; 7 cancellations and 5 renewals.

NBC-TV topped the new business list by signing five new sponsors in early March, including:

Brewers Corp. of America (Carlings Red Cap Ale) sponsoring *Carlings Takes You to the Races*, Sat., 15 min., between 4 and 4:30 p.m., for 17 weeks through Benton & Bowles, New York, beginning April 7; Colgate-Palmolive-Peet, through William Esty Co., New York, for *Miss Susan*, 3-3:15 p.m., Mon.-Wed.-Fri., beginning March 12; Hollywood Candy Co., sponsoring *Hollywood Junior Circus*, alternate Sun., 5:30-6 p.m., beginning March 11 through Ruthrauff & Ryan, New York; Procter & Gamble, through Benton & Bowles, New York, beginning March 27, for *Kukla, Fran & Ollie*, 7-7:30 p.m., Tues. and Fri.; and Reynolds Tobacco Co., for Sat., 8:30-9 p.m., portion of *Jack Carter Show*, through William Esty Co., New York, effective March 10.

NBC-TV also reported one cancellation, *Musical Comedy Time*, Mon. on alternate weeks by Procter & Gamble, through Compton Adv., New York, effective March 19.

New ABC Contract

ABC-TV laid claim to three new programs acquired in early March: Jacques Kreisler Mfg. Corp., *Kreisler's Band Stand*, Wed., 8:30-9 p.m., through Hirshon-Garfield Inc., New York, beginning March 11; Cluett Peabody & Co. for *Holiday Hotel*, alternate weeks, Thur., 9-9:30 p.m., through Young & Rubicam, New York, beginning March 22, and Ralston-Purina Co., *Pets and Pals*, Sat., 4:30-5 p.m., beginning March 11, through Gardner Adv., St. Louis.

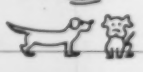
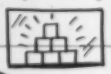
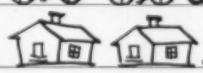
Canada Dry Ginger Ale Inc. renewed *Super Circus* for 52 weeks, Sun. 5-5:30 p.m., through J. M. Mathes Inc. Cancellation of the *Billy Rose Show*, sponsored by Hudson Motor Car Co., Tues., 9-9:30 p.m., effective March 27, through Geyer, Newell & Ganger, and the American Safety Razor, Pharamcraft sponsorship of *The College Bowl*, Mon. 9-9:30 p.m., through Ruthrauff & Ryan, New York, was also reported by the network.

CBS revealed no new business for the early March period, but signed 52-week renewals for four of its shows: American Tobacco Co., for *This Is Show Business*, Sun., 7:30-8 p.m., through BBDO; B. F. Goodrich, for *Celebrity Time*, Sun., 10-10:30 p.m., through BBDO; General Foods, for *The Goldbergs*, Mon., 9:30-10 p.m., through Young & Rubicam, New York, and Oldsmobile for *CBS TV News*, Mon.-Fri., 7:30-7:45 p.m., through D. P. Brother, Detroit.

The network fell victim to three

(Continued on page 66)

*"Tiny Tidbits" needed a BIG Salesman.

*"Tiny Tidbits" [TT] was a swell-tasting cereal that was good for , , and ...even  and . [TT] came in a pretty package that looked good in store windows  . Little on delivered [TT] circulars right to people's  ... but, somehow, folks in the San Antonio area weren't excited about [TT], no matter what! But, one night, when more than 40,000 s were tuned in to WOAI-TV, a , and even a and a , appeared on the all enjoying of [TT] People in and for miles around San Antonio sat up and took . That [TT] looked so GOOD that just about everybody in that 750,000 population area ran right to the nearest and demanded [TT] Yes, sir, WOAI-TV really did a SELLING job by letting folks SEE how GOOD [TT] looks in that ! They could almost TASTE it!

MORAL: YOU can sell more on WOAI-TV, too!

*"Tiny Tidbits" are fictional.... Coverage and set figures are facts. Ask our reps for further information.

NBC - CBS

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

CMQ-TV DEBUTS

Executives View Dedication

MORE than a score of top U. S. broadcasting and agency executives and editors and publishers were in Havana yesterday (Sunday) to attend the dedication of Goar Mestre's CMQ-TV, television affiliate of CMQ Havana, key station of Circuito CMQ, a major Cuban radio network.

The new TV station, described as the "most modern in the world," was built at a cost of $632,000 and comprises some 45,000 square feet of floor space. It includes four large studios, film laboratories and shops for building sets and props. The television building adjoins CMQ's multi-million dollar radio building, erected in 1948 and known as Havana's "Little Radio City" which presumably will now be called "Radio and Television City."

The CMQ-TV structure, equipped throughout with the latest RCA TV studio apparatus, also houses the station's RCA transmitter (5 kw video, 2.5 kw audio) and supports the 275-foot transmitting tower with its super-turnstile antenna, designed to give CMQ-TV an effective radiated power of 20.5 kw video and 10.25 kw audio. The Blaw-Knox tower rises 385 feet about sea level and is said to be the heaviest ever built in the U. S. It is designed to withstand winds of over 250 miles an hour, a necessary precaution in the tropical hurricane region. Six RCA TV cameras are installed in the studios and two more are included in the station's mobile unit for remote pickups.

President to Attend

The president of the Cuban republic, Prio Socarras, was to attend the opening telecast of CMQ-TV at 7:30 p.m. Sunday and to remain at the station for a tour of the video studios followed by a reception in his honor. A special dramatic show was planned as the station's opening program, followed by a variety show featuring top Cuban entertainers. A telecast of an outstanding sports event was to conclude the evening's program schedule.

The United States delegation, headed by NAB President Justin Miller, together with another group of foremost Latin American broadcasters, was to arrive in Havana Friday evening and to have a preview of the stations Saturday morning. On Saturday evening they were to meet Cuban government and business leaders at a reception at the home of Mr. Mestre.

Sunday's agenda began at 11 a.m. at a church service at which a high church dignitary was to bless CMQ-TV. That afternoon the visitors were to have lunch at the Jockey Club and to witness the running of the CMQ-TV Handicap, feature of the day's races. The visitors then were to be guests of honor at the inaugural CMQ-TV program and at the presidential reception.

Head of CMQ and the CMQ network, which includes eight stations owned and operated by the network, Mr. Mestre has long played a leading role in Latin American broadcasting. He now serves as president of the Inter-American Broadcasting Assn. His brothers, Abel Mestre, president of Bestor Products, Cuban distributor for General Foods and Home Products International, and Luis Augusto Mestre, president of Mestre y Espinosa, wholesale drug firm of Santiago, Cuba, are associated with Goare Mestre in the broadcasting —and now telecasting—venture.

Goar Mestre, owner and director of the Circuito CMQ network, is televised on a pre-inauguration program of CMQ-TV.

* * *

The three Mestre brothers associated in CMQ operations (l to r): President Goar Mestre, Abel Mestre and Luis Augusto Mestre.

CMQ-TV is Havana's second video station, Radio Union Television having launched the city's first TV operation last October [BROADCASTING • TELECASTING, Oct. 30, 1950]. There are now some 18,000 TV receivers installed in the Havana area, with the number increasing at the rate of 3,000 to 5,000 a month. CMQ-TV will be represented in New York by Melchor Guzman & Co., which already acts in that capacity for CMQ.

Among those representing the U. S television industry at the opening ceremonies will be: John F. Royal, NBC vice president; J. Leonard Reinsch, managing director of the Cox Stations (WSB Atlanta, WIOD Miami, WHIO Dayton); Edmund A. Chester, CBS news director, Sylvester L. Weaver, vice president in charge of NBC's television department; Clifford W. Slaybaugh, sales manager of RCA International; Edward Lyman Munson, Brig. Gen. U.S.A. (Ret.) and director of TV operations for NBC; Mr. Miller; Cal Joseph Abraham, public relations liaison for NBC, and Albert Protzman of NBC.

Others Attending

The Latin American radio industry was to be represented by: Fernando Eleta A., president RPC Network Panama; Emilio Azcarraga, president XEW Mexico City, and Ramon Quinones, president WAPA San Juan, P. R.

Among the advertising leaders who were to attend: Irwin A. Vladimir, president Irwin Vladimir & Co. Inc.; Robert H. Otto, president Robert Otto & Co. Inc.; Melchor Guzman, president, and Albert M. Martinez, vice president in charge of radio, Melchor Guzman & Co.; Thomas W. Hughes, vice president National Export Advertising Service; Arthur A. Kron, executive vice president Gotham Advertising Co. Inc.; Thomas Lane, vice president in charge of television McCann-Erickson; Harold E. Weinholtz, international division Young & Rubicam Inc.

COLOR TUBE

RCA Makes Available To Other Firms

RCA'S TRI-COLOR direct view television receiver tube was made available to other TV manufacturers last week when RCA sent to its licensees in the video receiver manufacturing field a bulletin detailing the processes in the production of these tubes.

CBS expressed immediate interest in the news that the tube might be built by others than RCA, which last fall had declined an FCC request to turn over to CBS any of these tubes on the ground that the suggestion was comparable to asking the New York Yankees to turn over Joe Dimaggio to the Philadelphia Phillies for the World Series.

"If this is not just another attempt of RCA to stall color," a CBS spokesman said, "and if this tube really works, we are very much interested in it, because such a tube would work better with the CBS system than with any other. We want to see and to try out any color tube that anyone develops."

The RCA bulletin numbered LB-822 and titled "Manufacture of an RCA Developmental Three-Gun Tri-Color Kinescope," in 14 pages fully illustrated with photographs and diagrams described step by step the way the tube is made, including the stencil process used to print the phosphor dots on the glass plate of the tube.

Publication of the bulletin does not make the RCA tube immediately available to CBS. RCA at the time of the FCC request said that CBS would be able to get some of the tubes when they were put on sale, but RCA itself has not yet begun to turn them out commercially and it will take some time, possibly months, before any of the RCA licensed companies has them on the market.

Hoffman Sponsors

AT $2,500 per picture for first run telecasting rights plus station time and facilities, Hoffman Radio Corp., Los Angeles (TV sets), March 3 started sponsoring a weekly feature film on KLAC-TV Hollywood for 13 weeks. Showing will expand to 17 additional markets if the film series proves popular, according to present plans. Agency is Walter McCreery Inc., Beverly Hills, Calif.

JANUARY GROSS

Quadruples '50 Period

GROSS time sales for three of the four television networks in January 1951 more than quadrupled their total for January a year ago.

This is shown in Publishers Information Bureau figures, released today (Monday), placing the January 1951 totals for ABC, CBS and NBC at $8,082,876. Their January 1950 total was $1,901,294.

Figures for DuMont Television Network were not available.

Gross time figures for the two months were computed by PIB as follows:

NETWORK TELEVISION

	Jan. 1951	Jan. 1950
ABC	$1,281,739	$ 234,069
CBS	2,613,915	625,072
NBC	4,187,222	1,042,153
TOTAL	$8,082,876	$1,901,294

NOW

On display in booth 34
1951 IRE Radio Engineering Show,
Grand Central Palace, New York
March 19-22

TL-82A DUAL SCANNER

mooth handling of spot commercials nd station breaks.

se as a scanner with montage effects.

ap dissolves between stills or between ve pickup and stills.

se to insert sponsor's message in a ve pickup.

an be operated as two separate anners with manual or automatic witching.

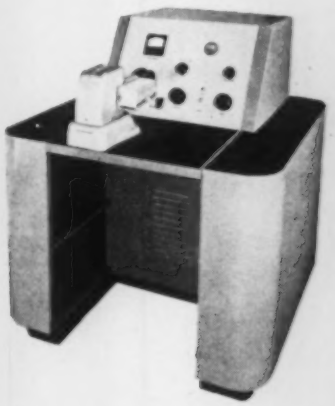
TL-35A SINGLE SCANNER

ow operating cost; add-a-unit auxili- ry makes it a dual scanner.

onsole mounted for smooth opera- on.

andles from one to thirty-six 2" x 2" ides in or out of sequence.

FTL-82A DUAL SCANNER

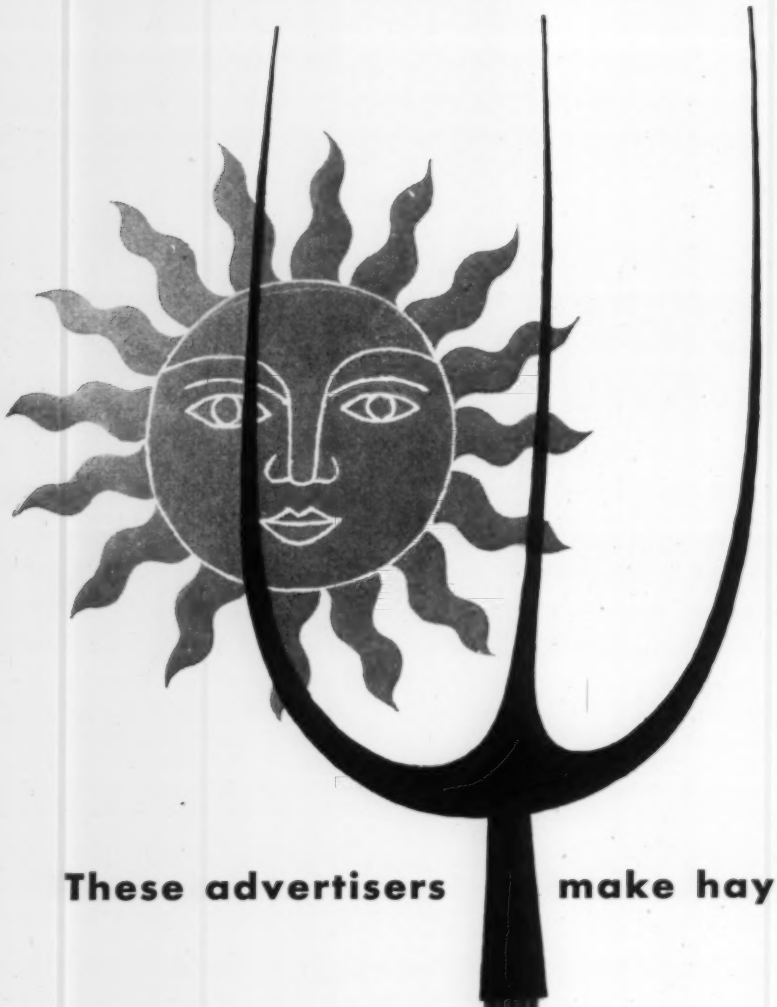


FTL-35A SINGLE SCANNER

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.

500 Washington Avenue Nutley 10, New Jersey



daytime is h

These advertisers make hay while the sun shines

Colgate-Palmolive-Peet Co.
with Susan Peters in "Miss Susan"

General Foods Corp.
with The Bert Parks Show

Procter & Gamble Co.
Corn Products Refining Co.
Chesebrough Mfg. Co.
Hunt Foods, Inc.
Simmons Co.
Andrew Jergens Co.
Durkee Famous Foods
American Home Products Corp.
Minute Maid Corp.
Hazel Bishop, Inc.
with The Kate Smith Show

Standard Brands, Inc.
with NBC Comics

Lever Brothers Co.
with Hawkins Falls
(scheduled for early Spring start)

Quaker Oats Co.
with Gabby Hayes

Colgate-Palmolive-Peet Co.
Mars, Inc.
Kellogg Co.
International Shoe Co.
Welch Grape Juice Co.
Wander Co.
with Howdy Doody

NEW YORK

bigtime on NBC Television

the market is big – with 11,100,000 sets installed as of February 1, 1951.

the audience is big – with 6,142,500 viewers reached *each day* by television's top daytime show. (NBC 4 to 5 pm)

the ratings are big – one show hits *25.0* . . . another, 11.4 in the 3:30 to 5:00 period.

the results are big – daytime is *sales* time, and success stories are the order of the day.

and costs are low – *competitively* low. Time charges are one-half of evening rates. Talent costs are lower, too. Result: Daytime TV is showing its heels to other visual media on a cost-per-thousand basis. *Ask about select daytime availabilities.*

Data sources: ARB, February weekly averages.

NBC television

A service of Radio Corporation of America

NEW YORK, CIRCLE 7-8300 • CHICAGO, SUPERIOR 7-8300 • HOLLYWOOD, HOLLYWOOD 9-6161 • DETROIT, SALES REPRESENTATIVE, WOODWARD 3-6872

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
109,264
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Half New York Homes Found to Have TV

(Report 154)

HALF of the homes in the New York metropolitan area are now equipped with television receivers, according to a survey just completed by the psychological workshop of Hofstra College for NBC. Results indicate an appreciable gain in the area's video population in the past year, showing 51% of the metropolitan households having TV sets in the early weeks of this year as against only 29% found so equipped by a Hofstra study in March 1950.

Tabulation of the current Hofstra findings in the various parts of the metropolitan area, showing percentage of television homes in each part, follows:

Total (16 counties), 51%; New York City (five boroughs), 47%; Bronx, 52%; Brooklyn, 55%; Queens, 54%; New Jersey (nine metropolitan area counties), 56%; Westchester, Rockland and Nassau Counties, 61%

The Hofstra survey employed a prelisted probability sample, a technique used in another survey by Hofstra and before that only by the U. S. Bureau of Census. More than 5,000 homes, selected in advance according to rigid stratification specifications to insure a representational sample, were included in the survey. Study was directed by Dr. Matthew N. Chappell, chairman of the college's psychology department. Findings of the study are now being analyzed qualitatively by Dr. Thomas Coffin, former chairman of the department, now supervisor of the program research division of NBC-TV.

* * *

Robinson Bout Leads Hooperatings, Feb. 1-14

FIRST 10 TV programs in popularity, during the first two weeks of February in 12 New York and Ohio cities, were topped by International Boxing Club; LaMotta vs. Robinson fight, which rated 58.7 [BROADCASTING • TELECASTING, Feb. 26], according to the February Hooperatings Pocketpiece.

Programs and ratings:

1.	International Boxing Club—LaMotta vs. Robinson	58.7
2.	Texaco Star Theatre—Milton Berle	56.3
3.	Fireside Theatre	44.1
4.	Philco TV Playhouse	43.1
5.	Godfrey's Talent Scouts	41.9
6.	Comedy Hour	39.6
7.	Sid Caesar; Imogene Coca	39.1
8.	Cactus Jim	38.9
9.	Cavalcade of Sports—Brion vs. Layne	37.6
10.	Godfrey and Friends	36.1

(Special event: General Eisenhower's Feb. 2 television appearance was rated 51.8.)

* * *

Berle Tops List In ARB TV-Nationals

MILTON BERLE'S *Texaco Star Theatre* once more tops the list, in both popularity rating and total number of homes reached, of all television network programs, as shown by the American Research Bureau's TV national ratings.

The ARB report said also that General Eisenhower's telecast to the nation Feb. 2 reached 4 million homes and an estimated 11.2 million persons, achieving a popularity rating of 43.1.

ARB national rankings follow:

RANKING BY POPULARITY RATING

1.	Star Theatre	47.1
2.	Your Show of Shows	46.2
3.	Talent Scouts	44.8
4.	Fireside Theatre	43.9
5.	Comedy Hour	43.1
6.	Philco Playhouse	43.1
7.	General Eisenhouser	43.1
8.	Groucho Marx	43.0
9.	Godfrey & His Friends	43.0
10.	Hopalong Cassidy	41.8

RANKING BY HOMES REACHED

		(Add 000)
1.	Star Theatre	7,430
2.	Your Show of Shows	5,815
3.	Comedy Hour	4,880
4.	Groucho Marx	4,730
5.	Philco Playhouse	4,650
6.	Godfrey & His Friends	4,340
7.	Fireside Theatre	4,300
8.	Studio One	4,110
9.	Talent Scouts	4,090
10.	General Eisenhower	4,000

* * *

AT&T Extends Facilities to Binghamton

EXTENSION of AT&T's TV network facilities to Binghamton, N. Y., at 1:30 p.m., last Wednesday brought to 43 the number of cities getting video program network service via Bell System hookups and added WNBH-TV Binghamton to the roster of interconnected TV network affiliates.

From New York, TV programs get to Binghamton by traveling

(Continued on page 70)

Weekly Television Summary—MARCH 12, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	44,681
Atlanta	WAGA-TV, WSB-TV	91,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353
Binghamton	WNBF-TV	34,410
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	674,373
Buffalo	WBEN-TV	181,957
Charlotte	WBTV	61,372
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	854,436
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	422,503
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	44,668
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	419,449
Erie	WICU	46,280
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids		
Kalamazoo	WLAV-TV	110,543
Greensboro	WFMY-TV	57,455
Houston	KPRC-TV	65,238
Huntington-Charleston	WSAV-TV	38,000
Indianapolis	WFBM-TV	132,000
Jacksonville	WMBR-TV	27,000
Johnstown	WJAC-TV	68,125
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	107,919
Lancaster	WGAL-TV	80,553
Lansing	WJM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KSTL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	78,553
Memphis	WMCT	79,277
Miami	WTVJ	55,906
Milwaukee	WTMJ-TV	212,688
Minn.-St. Paul	KSTP-TV, WTCN-TV	238,250
Nashville	WSM-TV	24,781
New Haven	WNHC-TV	143,800
New Orleans	WDSU-TV	49,466
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,158,000
Newark	WATV	61,459
Norfolk	WTAR-TV	73,237
Oklahoma City	WKY-TV	66,961
Omaha	KMTV, WOW-TV	814,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	30,150
Phoenix	KPHO-TV	212,000
Pittsburgh	WDTV	185,255
Providence	WJAR-TV	68,754
Richmond	WTVR	73,373
Rock Island	WHAM-TV WHBF-TV	64,660
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	39,000
San Antonio	KEYL, WOAI-TV	61,545
San Diego	KFMB-TV	83,500
San Francisco	KGO-TV, KPIX, KRON-TV	159,173
Schenectady Albany-Troy	WRGB	129,660
Seattle	KING-TV	68,250
St. Louis	KSD-TV	268,000
Syracuse	WHEN, WSYR-TV	101,405
Toledo	WSPD-TV	128,000
Tulsa	KOTV	67,750
Utica-Rome	WKTV	38,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,360
Wilmington	WDEL-TV	59,901

Total Markets on Air 63 Stations on Air 107 Estimated Sets in Use 11,189,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

1.

A rich matador put a sorrowful end-ta
Manuel's calls at his girl's hacienda.

2.

"I'll fight a bull and win back this eyeful,"
Said he—but much better he'd picked out a rifle!

3.

For Manuel-type labor just showed to each neighbor
That the bull is odds-on, if you don't know your saber.

4.

MORAL: For a killing in the Dayton market, use a proven sales weapon—Dayton's first—WHIO-TV.

To Win Dayton* Markets

THE SHOW MUST GO ON

WHIO-TV

* Dayton and the whole surrounding Miami Valley is dominated* by Dayton's first and favorite TV station, WHIO-TV. Let National Representative, G. P. Hollingbery Company, submit the figures that prove it—and all the market data that showing can do for your sales!

CHANNEL 13
whio-tv
·AM
·FM
DAYTON, OHIO

** Pulse January report shows that WHIO-TV had 8 of top 10 televised shows!*

ASCAP First Stanza

(Continued from page 55)

bought its ASCAP music for radio under the per program license arrangement, the payments made for radio programs on the average amount to less than 5% of the station's published card rate for a single broadcast. The 9½% royalty payment proposed by ASCAP for television, therefore, would come close to doubling the rate paid for radio, he said. He added that the 9½% rate will apply to most TV stations, as few will have annual incomes of less than $300,000.

Fees for sustaining television programs under the new ASCAP per program licenses are set at 2% of the card rate for the time of telecast for stations grossing less than $150,000, 2¼% for stations grossing between $150,000 and $300,000 and 2½% for stations grossing more than $300,000 a year. These fees contrast with a flat ½% fee for radio sustainers. Both commercial and sustaining per program radio licenses include a special rate for the incidental use of ASCAP music of one-fourth the regular rate. The television per program licenses do not include any such incidental rate.

Blanket Licenses Sent

Along with the new per program forms, ASCAP also sent the TV station operators copies of the blanket licenses negotiated with an industry committee in the fall of 1949. These call for fees figured on the "radio plus 10%" formula. That is, the station calculates its ACCAP payments by taking its gross time sales, deducting rate card discounts and rebates, 15% agency commission and 15% sales costs, and then figuring 2¼% of those net time sales (which would be the payment for radio), and finally adding an extra 10% to that figure as a TV surtax.

Station blanket sustaining fees are related to the net income of the video stations. If the station nets $150,000 a year or more, its monthly sustaining fee is the amount of its highest half-hour, one-time rate. If the net is between $50,000 and $150,000 a year, the sustaining license fee is the highest quarter-hour, one-time rate per month. Sustaining fee terms for TV stations netting less than $50,000 a year, if there are any, have not been determined.

TV station operators now have 30 days (figured from the date of receipt of the license forms) to decide which license if either they are willing to accept. If the station operator finds both unacceptable, he may then, on or before the 30th day, ask ASCAP to negotiate a different deal with him. After 60 days of negotiations, if no pact is reached, he can go to the Federal Court in New York and ask the court to set the terms. All this time, he can continue to use ASCAP music under the terms of the interim agreement.

If the station operator decides to accept one or the other ASCAP licenses, he will, of course, pay under that arrangement from the date of signing until the expiration of the license, with fees for the interim period (Jan. 1, 1949, to date) recalculated accordingly. The four options a station have were described by Otto A. Harvach, ASCAP president, in his Dec. 14, 1950, letter to TV stations as follows:

"(A) Signing a per program form and paying on that basis and furnishing the requisite logs, music lists and reports for the entire term (i. e., from the effective date of the interim license agreement to the expiration of such per program license agreement);

"(B) Signing a per program form, paying and reporting at blanket rates up until the signing of the form and thereafter at per program rates;

"(C) Signing a per program form, paying and reporting at blanket rates up until such dates prior to the dates of such signing as you have adequate logs, music lists and reports, and thereafter at per program rates;

"(D) Signing and paying on the basis of the blanket license for the entire term."

If the TV station operator decides not to accept either form of license and not to try to negotiate a better deal nor yet to go to court but just to get along without any ASCAP music, he has 70 days from the time he received the ASCAP forms to adjust his interim period payments on the basis of the standard blanket rate, the per program rate for his station or the "reasonable value" of the license.

Network Business

(Continued from page 58)

cancellations when Nash Motors dropped the *Nash Airflyte Theatre*, Thur., 10:30-11 p.m., through Geyer, Newell & Ganger, New York, effective March 15; Prudential Life Insurance Co., failed to renew *Prudential Playhouse*, alternate Tues., 8-9 p.m., through Calkins, Holden, Carlock, McClinton & Smith; and Quaker City Chocolate Co., dropped its Wed., 5-5:15 p.m., segment of *Lucky Pup* after March 14, through Adrian Bauer, Philadelphia. CBS-TV however, will pick up one new show when *Strike It Rich*, sponsored by Colgate-Palmolive-Peet, Mon-Fri., 4-4:30 p.m., becomes a simulcast sometime in April, as it is reported.

DuMont Gains

DuMont TV gained one new program, *Front Page Detective*, Fri., 9:30-10 p.m., to be sponsored, effective March 16, by the Wine Growers Guild, through Bascom & Bonfigli, San Francisco. Network reportedly also has sold its *Arthur Murray Show*, Mon., 9-9:30 p.m., to a new sponsor.

TEST STATION

Sylvania Files Application

EXPERIMENTAL station at Emporium, Pa., to compare operations of VHF and the lower and upper portions of UHF was requested in an application filed with FCC last week by Sylvania Electric Products Inc., Radio Tube Division.

Sylvania told the Commission the experimental outlet would provide "actual field test data on the feasibility of extending TV coverage to isolated communities through the use of low power, unattended, satellite stations." The VHF transmitter would operate on Channel 7 (174-180 mc) while the UHF transmitters would function in the 520-540 mc and 870-890 mc bands, the latter having effective radiated power of 300 w.

FCC was told the stations would operate a total of 84 hours weekly and about 50% of the time would air monoscopes and test patterns and the other 50% of the time would rebroadcast programs from WJAC-TV Johnstown, Pa.

Cite 'Illegal' Station

Last fall FCC reported it had detected the "first illegal television station" at Emporium, which it stated was "constructed and operated" by Sylvania's Tube Division [BROADCASTING • TELECASTING, Oct. 23, 1950]. The station reportedly rebroadcast programs from WNBC-TV New York and WJAC-TV. Sylvania pleaded *nolo contendere* in Federal district court at Harrisburg, Pa., Jan. 30 and was fined $2,500.

In its experimental application filed with FCC last week, the firm said the stations would also "provide actual field test data on the operation of new circuits and tubes in the VHF and UHF spectrum with particular reference to marginal operations. Further contributions are expected to be made through actual field tests of receivers manufactured by Sylvania and other manufacturers using tubes manufactured by Sylvania in fringe and marginal reception areas, as well as making possible complete investigation of customer complaints under actual operation conditions." Cost of the installation will be $10,500, FCC was told, while yearly operating cost will be $29,200.

RECEPTION POOR

Man Wants To Sell House

A RESIDENT of Johnson City, Tenn., wants to sell his house because its location is not suitable for TV reception.

That's just how television-conscious the Tennessee city has become since interconnection on the coaxial cable by WBTV (TV) Charlotte, N. C. Five months after the installation the reported number of teleset owners grew from about 150 to well over 1,000.

WBTV is reportedly the only TV station serving Johnson City, 98 air miles from Charlotte.

Carroll in Contempt?

(Continued from page 55)

to put a sobering effect on proceedings.

Key points in Mr. Hayes' letter included:

- There is no "glare" or distraction because video can operate without use of klieg lights.
- Industry people believe they have an obligation to bring to the public "as many congressional hearings as we find possible to televise."
- The public has the right to expect them.
- By so doing, the industry performs a public service "without parallel."

In rebuttal, the *Post* cried "misinterpretation," claiming it had confined its argument to investigations only and not to hearings in general. Congress, the paper said, has the right to force witnesses to speak but "it ought not put them on exhibit by means of television or force them to speak into radio microphones."

This stirred a protest from Albert L. Warner, NBC commentator who is featured on Sunoco's 6:45-7 p.m. *3-Star Extra*. The distinction between "hearings" and "investigations," he said, were "pointless and unnatural."

While the *Post* would bar both radio and television from investigational hearings, Mr. Warner observed that the paper would not "spare" witnesses from newspaper reporting. He said that often TV and radio coverage of actual words of a witness and his questioners was in striking contrast to newspaper headline victimization. "Radio and television are a medium of information just as are newspapers. If a hearing is to be public it should be open to all media . . ."

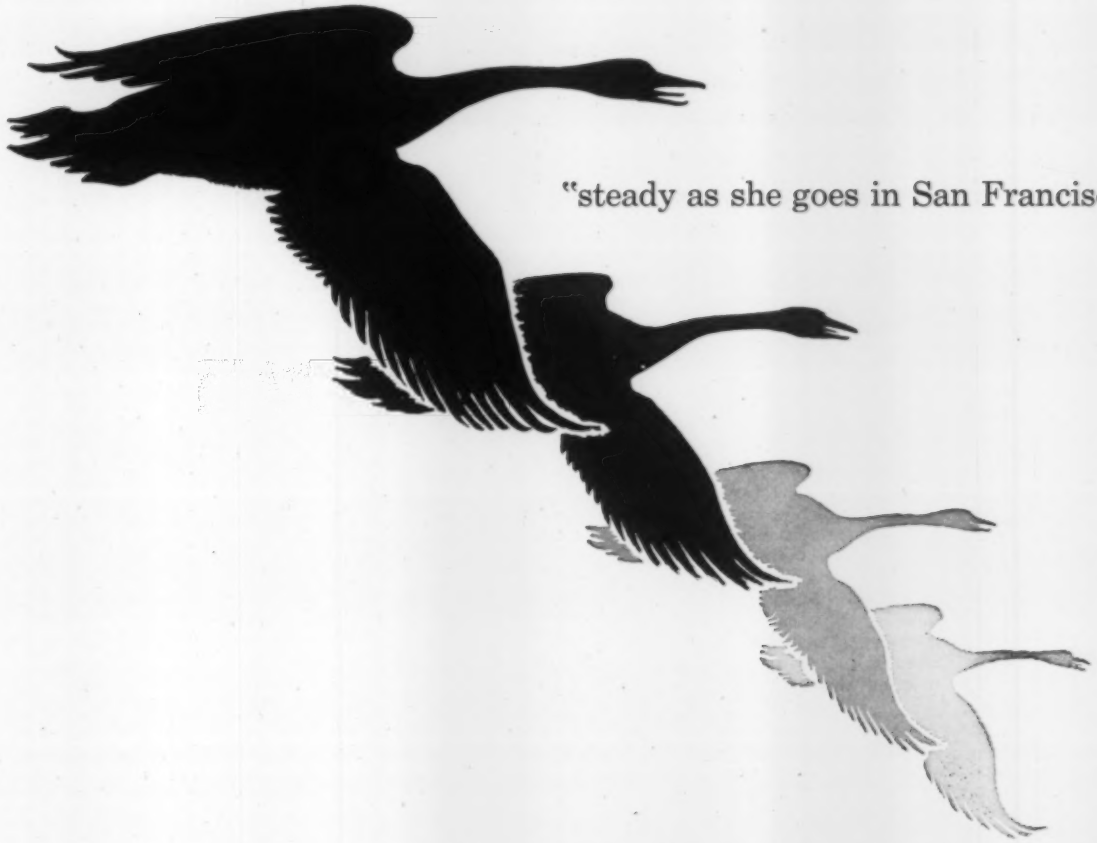
During this debate there was uncovered a bill that has been lying dormant before the House Rules Committee that would specifically bar (1) radio, (2) television, (3) photographs, and (4) moving pictures from congressional committee investigations while any witness was testifying.

The bill (HR 1017) was introduced by Rep. Clifford P. Case (R-N. J.) early in the 82d Congress. He had sponsored a similar measure in the 81st Congress. However no hearings have ever been held on the proposal.

Rep. Case told BROADCASTING • TELECASTING in an interview that while he thought his bill was "timely" because of current publicity over the Carroll episode, he had no immediate intention of prompting swift action by the Rules Committee.

'Super Circus' Sponsor

BAUER & BLACK, Chicago (surgical dressings, allied products) will sponsor the second half-hour of *Super Circus* on ABC-TV, Sunday, 4-5 p.m. CST, starting June 10 during the summer months only. The agency is Leo Burnett, Chicago.



"steady as she goes in San Francisco"

4 MONTHS IN-A-ROW

(OCT., NOV., DEC., 1950 — JAN., 1951)

PULSE reports San Francisco Bay area tele-viewing "steady as she goes"—

KRON-TV carried more once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined . . .

HOW'S THAT FOR PROOF

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SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

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Radiation Control

(Continued from page 29)

"critique"—covering alerting and operational phases of defense procedure—to command headquarters. Authorities indicated Thursday that the command's reactions would be forthcoming shortly.

The critique, which also has been submitted to Federal Civil Defense Administration officials, reportedly spells out the role of broadcasting stations in the event of enemy attack—how many would remain on the air, for what length of time, etc.

In its reply to the communications-minded Senate Commerce Committee, FCC was understood to have stressed the need for more adequate legislation covering additional radiation devices capable of serving navigational "homing" purposes.

It also was understood that FCC questioned licensees' right of appeal on cessation of operation in times of dire emergency—a right which it considers an "essential safeguard" in normal government regulation.

The Commission also has questioned the issue of criminal sanctions, which it felt should be more clearly spelled out, inasmuch as Sec. 606 of the Communications Act contains no express provision relating to violations falling under Presidential authority. The Johnson bill presently provides, in the form of an amendment to the Criminal Code, a fine of $10,000 for individuals and $50,000 for corporations.

Two Alternatives

The committee, however, is currently studying two suggestions:

(1) an alternative to the NAB proposal (to amend Sec. 502 of the Act) which would extend general penalties where violations of FCC Rules and Regulations are made; (2) addition of a separate subsection under Sec. 606 (c) which would set forth penalties for violations.

Next executive session of the committee is set for March 14, though it was held possible that the whole control plan may be broached before then. Earlier action, it was said, would hinge on the expected comments from the military and RTMA.

Another suggestion being studied by the committee staff is that defining types of devices, with a view to specifying those which radiate in excess of five or, possibly, 10 miles—on the basis they may be adjudged capable of serving as enemy navigational aids.

The question of identifying these devices still hangs in the balance, although committee communications experts have conferred recently with representatives of FCC and RTMA on the problem.

Some segments of the manufacturing industry have expressed concern lest FCC obtain too broad an authority over radiation devices, it was learned.

Meanwhile, it was learned last week that some officials of the Civil Defense Administration had raised minor questions on the FCC broadcast-emergency plan. It also was understood that the plan now before the air command is designed to permit some stations—presumably those designated as "monitor" outlets—to remain on the air in every community.

Comments from the command, expected early this week, would pave the way for final approval of CDA's technical or communications manual, which is designed to apprise state civil defense directors of the role radio and television stations will play in civil defense through emergency periods.

Until the status of broadcast stations is crystalized—and until FCC adopts rules and regulations for utilization of amateur radio frequencies on the basis of tentative allocations—CDA is stymied in this effort. CDA last week reportedly was prodding the air command for its comments so that the agency may proceed with the manual.

Another step in emergency planning also hinges on the plan—a meeting to be called by FCC with industry (technical) representatives slated to sit in. One such meeting already has been held.

TVA PACTS

N. Y. Local Approves Four

PERFORMER scales for local telecasts from New York stations, including WCBS-TV WNBT (TV) WJZ-TV and WABD (TV), were approved by Television Authority's New York local last week. Contracts for WPIX WATV and WOR-TV remained to be negotiated.

Scales for all performers except sportscasters, who received full TVA code network rates, were set at 67½% of corresponding network code rates.

Rehearsal hours included as part of the fees were reduced as follows:

PERFORMERS

Performances Per Week	Length of Program 15 Min.	30 Min.	60 Min.
1	3 hrs.	4 hrs.	5 hrs.
2	6	8	10
3	9	12	15
4	12	16	20
5	15	20	25

ANNOUNCERS (Off Camera)

One hour rehearsal included per program.

CHORUS DANCERS

Included rehearsal per 15 minutes program: 6 hours.

Included rehearsal per 30 minutes program: 12 hours.

Included rehearsal per 60 minutes program: 20 hours.

CHORUS SINGERS

Included rehearsal per 15 minutes program: 4 hours.

Included rehearsal per 30 minutes program: 6 hours.

Included rehearsal per 60 minutes program: 10 hours.

SPECIALTY ACTS

Included rehearsal four hours per program.

WALK-ONS AND EXTRAS

Included rehearsal 3 hours per program.

Other provisions of the contract included:

(1) All extra rehearsal rates to be the applicable rehearsal rates specified in the code for networks.

(2) All performers to be permitted to double in or out of category without additional compensation.

(3) All other terms and conditions to be the same as those in the code for networks.

The contract went into effect March 11 and extends to Nov. 30, 1952.

NEW YORK employes of Campbell-Ewald Co. celebrated the agency's 40th anniversary with a reception and dinner at the Hotel Pierre. During the event Daisy I. Huntington received a check from Henry T. Ewald (r), company president, in appreciation of 30 years service. A special scroll extolling the entire New York staff for distinguished achievement during 1950 was accepted in their behalf by Winslow H. Case (l), senior vice president in charge of eastern operations.

TV CONTEST

NAB to Give Awards

AWARDS contest for television programs, with winners to be announced at the NAB (NARTB) convention at Chicago April 15-19, was announced last week by Charles A. Batson, director of the NAB Television Dept.

Certificates will be awarded stations submitting the best presentations covering unusual and productive local programs, based on modest budgets, not requiring extensive local facilities and within reason for the average TV station.

All TV stations are eligible to enter the contest, regardless of NAB membership. A board of judges will be selected outside station-network ranks to select the best programs. Winning presentations will be on display at the Chicago convention.

The contest is expected to provide basic material for a TV program clearing house. It is the first step in a project designed to provide stations with a library of ideas assembled from the entire industry. Aiding Mr. Batson in the project is Bette Doolittle, assistant director of the TV Dept.

Types of local programs eligible for the contest include those suitable for release by a single station. They can include live studio programs, locally produced film programs, local telecasts with film excerpts and remotes.

Top Priority

(Continued from page 29)

cifically prohibits priority ratings for "personal or household use."

The formula originally had been proposed to NPA by the Assn. of Electronic Parts and Equipment Mfrs. and the eastern division of the Sales Managers Club, following a meeting in Chicago earlier this year [BROADCASTING • TELECASTING, Feb. 12].

The new regulation permits application of the rating by business firms and other institutions without individual authorization by NPA, but may not be used to purchase production material—material or components to be incorporated in electronic and communication end products. It was designed, Administrator Fleischmann stated, to "avoid the loss of production and employment."

Exclusion of a priority rating to home sets came as a surprise to some industry officials last week. It was their understanding that parts dealers or distributors could apply the rating to receivers needing replacement parts—on the basis of informal talks with NPA officials. They felt maintenance would have priority over new set parts.

Representatives of the National Electronic Distributors Assn. and other members of an industry advisory committee, meeting last Monday with NPA officials, also stressed problems relating to raw materials. The industry advisory group: (1) advised against establishment of any government distributing agency for electronic-parts-components, contending that failure to use their warehouses would force them out of business; (2) recommended that the Amateur Radio Emergency Corps (national network of "ham" stations) be provided with sufficient parts for emergency use; (3) stated they have limited sales of speakers for radio-TV sets to replace worn-out parts and have stopped selling to manufacturers of new sets.

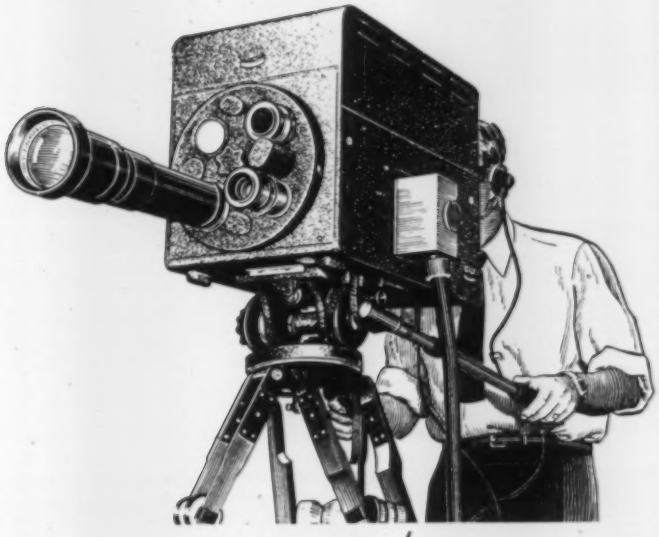
Urges Conservation

NPA urged that conservation measures be instituted to reclaim and save vital materials, and named a task group to study simplification and standardization, and a possible repair-parts program.

The agency had repeatedly stressed conservation as one key to top production, a program which already has been launched by individual manufacturers and by Radio-Television Mfrs. Assn.

President Robert C. Sprague, who delivered a preliminary conservation report to NPA, has requested cooperation of RTMA members, to be implemented at an early meeting of industry engineers [BROADCASTING • TELECASTING, March 5].

KECA-TV Hollywood has started Sunday morning programming bringing its total weekly telecasting hours to 81.



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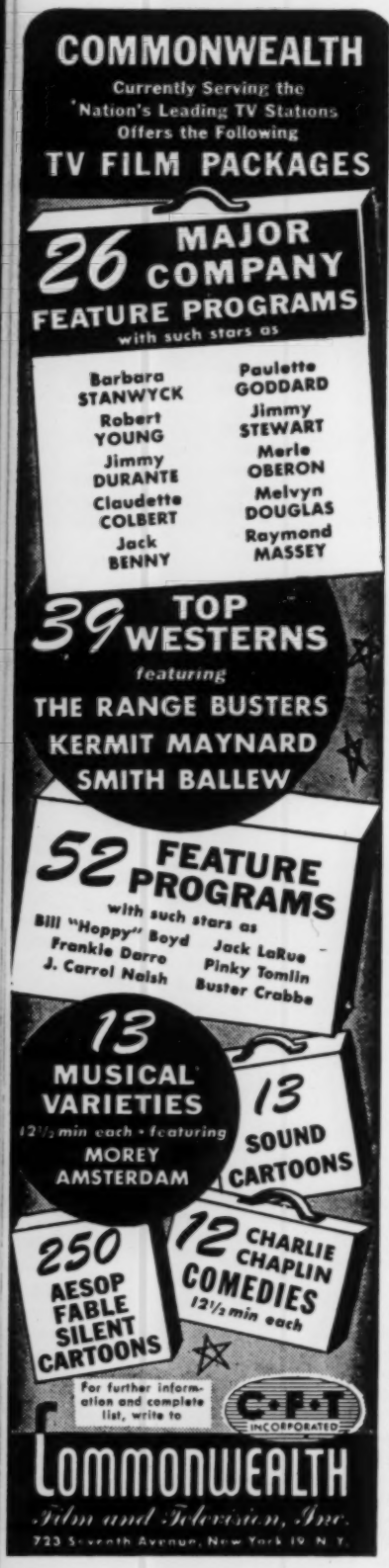

Magnetic Recording

(Continued from page 56)

of such a synchronous-motor, sprocket-holed film recorder was nothing radically new to technicians and was readily accepted.

The only new equipment involved is a magnetic recorder capable of using sprocket-holed magnetic film. Its costs range upward from $1,000, and can be used for both recording and play back. The recorder is made in both the portable and the stationary model. The rest of the TV station's sound facilities, including amplification equipment can be used as before with some minor adjustments in the input and output circuits to compensate for the magnetic film.

Magnetic *tape* usage in the dual system (as compared to using magnetic *film*) presented more of a problem. There were no sprocket holes to guide the tape, and the tape system was not as familiar to the engineers as the magnetic film system.

To the problem of synchronizing the tape, two solutions have been found and are now used by manufacturers of magnetic recording equipment.

In the first method, a 60-cycle signal is recorded perpendicular to the normal sound track. During playback, the signal is picked up by a discriminator which controls the speed of the playback motor. This machine aligns itself every 1/20th of a second, thereby keeping lip synchronization.

Second Method

In the second method of synchronizing tape, a control track is recorded as the modulation of a carrier. This carrier is placed at the extreme end of the high frequency spectrum above the playback response. The line frequency which synchronizes the tape machine and film camera at the time of recording is used to modulate the carrier.

During playback, the line frequency to which the film projector is locked is compared in phase with the modulating frequency of the control track, and the maximum error at any time cannot exceed 90 degrees-phase shift, or one-fifth of a frame. This phase control method has been used at CBS-TV for some time.

For these two methods, any existing professional quarter-inch tape recorder now in the field can be adapted to keep lip synchronization during recording (but not during playback). This is accomplished with adapters and interlocking device that range in price from $150 to about $350.

However, for playback no successful adapters for standard tape equipment have yet been found. Instead, synchronous playback requires a special playback machine, and this equipment, now available, ranges from $1,000 to $5,000. Two machines are available for synchronizing playback by the first method mentioned above, and one machine for the second method.

One other possibility — still a "gleam in the eye"—exists for using magnetic recording in TV. It would consist of coating a magnetic oxide on the edge of movie film, or of laminating a thin magnetic tape on the edge of movie film, between the sprocket holes and the edge of the film. Possibilities are being explored in several laboratories. How long it will take to develop this, and what it will provide in terms of cost and quality, are of course yet unknown.

However, two methods are already available for the use of magnetic media for both recording and playback—the method that uses sprocket-holed film, and the method that uses quarter-inch tape. Both of these have been used successfully and are available now. They are practical for individual television stations—and both methods offer TV stations still further improvement in quality, and still lower production costs.

NCAA THREAT

Members Warned on Ban

THREATS to expel or suspend members of the National Collegiate Athletic Assn. if they violate the group's one-year ban on live television concluded a special three-day session on video in Chicago March 3 [BROADCASTING • TELECASTING, March 5]. At that time, the television committee and Chairman Tom Hamilton of the U. of Pittsburgh, set up machinery to back the January declaration of the NCAA that no live telecasts of football would be permitted during the 1951 season.

An escape hatch was included, however, for state colleges and universities which hold membership in the NCAA. If state legislatures order the schools to permit public telecasts of the games simultaneously, the association "will request withdrawal" of the member thus "forced" to violate the ban. They would not be eligible then to take part in association athletic events.

Although live, simultaneous telecasts will not be permitted this year, the TV committee and the executive council of the group plan some kind of "experimental" video. Industry representatives outlined their suggestions on use of theatre TV, Phonevision, Skiatron and delayed highlights of games at the Chicago meeting. The group began consideration of what form or forms will be used at that time, but a final choice may be delayed several months.

Hollywood Candy Signs

HOLLYWOOD CANDY Co., Centralia, Ill., for Hollywood candy bar, is sponsoring *Hollywood Junior Circus* for half an hour on alternate Sundays on the NBC-TV cable network. The agency is Ruthrauff & Ryan, Chicago. The show alternates with *The Magic Slate*, Sunday, 4:30-5 p.m. CST, and originates in Chicago at the Studebaker Theatre.

'TELEPROGRAMS'

Education Series Mapped

FORMATION of Teleprograms Inc., first major TV network educational project, was announced last week by NBC and the Alfred P. Sloan Foundation. The Sloan Foundation has appropriated $87,500 to establish the non-profit organization and NBC will donate air-time, studio facilities and technical equipment.

Initial project of the educational organization will be a series of 26 weekly experimental programs devoted to the general subjects of economics, social sciences and natural sciences beginning early in June on Sunday afternoons.

William Hodapp, former script editor and producer for WAVE Louisville, Ky., has been named executive director of "Teleprograms," and Davidson Taylor, general production executive for NBC, supervisor for the network.

Members of the board of directors, who will also act as production advisors, are: Dr. Arnold J. Zurcher, executive director of the Sloan Foundation; Frederic W. Wile Jr., vice president in charge of TV production for NBC; Theodore S. Repplier, president of the Advertising Council, and William J. Driscoll, assistant vice president of the Chemical Bank & Trust Co., New York.

Emerson Reports Profit

CONSOLIDATED net profit of $4,367,186 for the 13 week period which ended Feb. 3 was reported last week by Emerson Radio & Phonograph Corp. and subsidiaries, as compared with $2,076,292 for the same period of 1950. Figures are before provision for federal income and excess profits taxes. Consolidated net profit, after taxes, was reported as $1,518,856.

Telestatus

(Continued from page 64)

over both coaxial cable and radio relay, AT&T reported. They are moved on the cable as far as Albany and switch there to the Albany-Syracuse microwave relay. At Cherry Valley, N. Y., two relay points west of Albany, the signal is beamed south to Binghamton by way of new relay stations at New Berlin and Windsor.

Unlike the normal relay station arrangement with an antenna on top of the structure, the stations at New Berlin and Windsor are topped with aluminum reflectors measuring 10 by 15 feet. Signals from Cherry Valley strike the first reflector at New Berlin and are bounced to a receiving antenna at the base of the tower. After passing through amplifying equipment they are beamed from a ground level transmitting antenna which bounces them against another reflector to the Windsor station, where the process is repeated.

film report

UNITED TELEVISION PROGRAMS has leased rights to half-hour *Royal Playhouse* to **Du Pont Industries** for showing in 18 eastern cities for 26 weeks. Series was originally released as *Fireside Theatre* and was produced by **BING CROSBY ENTERPRISES**, Los Angeles. The programs have now been sold in 30 markets for total billing of $750,000, according to officials of the firm. Among markets sold are: **Theo. Hamm Brewing Co.**, St. Paul, sponsoring series on KING-TV Seattle, KPRC-TV Houston and WTCN-TV Minneapolis; **Bank of America**, San Francisco, sponsors on KGO-TV San Francisco and KECA-TV Los Angeles; local **Nash** dealers on WDTV (TV) Pittsburgh; **Fall City Brewing Co.**, Louisville, on WAVE-TV Louisville; local **Helzberg Jewelers** on WDAF-TV Kansas City, and local gas and electric company on WKY-TV Oklahoma City.

* * *

FILMS FOR TELEVISION Inc., new syndicated film producer, is reconditioning Strand Theatre in Beverly, Mass., for film production. **Charles W. Phelan**, former Yankee Network sales manager and owner of WESX Salem, Mass., heads the company. First production will be *Quizzed by the Stars*, a daily quarter-hour sports quiz. Negotiations are going on with **Harry S. Goodman Radio Productions** to represent the firm nationally.

* * *

MAYO VIDEO, TV package producer, is planning TV films featuring famous explorers and films taken on their expeditions. The Explorers Club will furnish the expedition films.

* * *

BURKE, KLEIN, MOODY & SHELL, Charlotte, N. C., has completed a set of three one-minute "horse operas" for **Belk Dept. Store**, same city. Spots were planned by **Walter J. Klein Agency** and feature old Western type melodramas with a commercial twist, urging viewers to buy Belk's controlled shirt band, Archdale. They are being used during Belk's weekly *Gene Autrey* half-hour show on WBTV (TV) Charlotte.

* * *

FIVE STAR PRODUCTIONS, Hollywood, is expanding its present facilities in the Edgar Bergen Bldg. to include two new stages as well as new executive offices. Firm has completed TV film commercials for several national advertisers, including **Lucky Tiger Hair Tonic** (through **Grant Adv.**, Chicago) and **Alka Seltzer** (through **Wade Adv.**, Chicago).

* * *

JERRY FAIRBANKS PRODUCTIONS is now filming the second program in its *Front Page Detective* series. Title is *The TV Murder Mystery*, starring **Edmund Lowe**. Firm also is completing production of an hour, feature-length religious film, *Hill Number One*, based on story of the Resurrection. Film will be distributed to all TV stations and networks for showing during Easter Week. . . . Same firm producing three one-minute and three 20-second TV commercials for **Waitt & Bond Inc.** (Blackstone cigars). . . . **Stan Freberg** and **Daws Butler** have been signed by firm to narrate animal voices in series of 26 TV commercials now being produced for **Dodge**.

* * *

ALEXANDER FILMS, Chicago, announces completion of six 20-second TV spots for **Florsheim** shoes; six 20-second spots for **Ivalon** sponges through **Henri, Hurst & McDonald**, and four one-minute commercials for **Manor House** coffee through **Earle Ludgin**.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed two series of five three-minute musical shorts, one group featuring **Allan Jones** and the other, the Devil Dja dancers.

* * *

G. L. ENTERPRISES, New York, and **Burl Ives** are producing new half-hour TV film series, *Famous Tales*, featuring fairy tales for both children and adults. First film to be available April 10.

* * *

ABBY TELEVISION Inc., New York, new production-distribution company, is releasing package of 39 feature films for TV, first in series of 93 features to be produced by company. Color prints of new half-hour film mystery series are to be released in March.

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NLRB HEARING

To Be Transferred

NLRB New York hearing of the jurisdictional dispute between Television Authority and Screen Actors Guild, Screen Extras Guild, will be transferred to Hollywood at an unannounced date, Chester L. Migden, NLRB hearing officer in New York, ruled last week.

Transfer of the hearing, which began Feb. 20 and has since received testimony of TVA witnesses in New York, was made on motion of SAG and SEG to receive testimony as to working conditions and production techniques involved in making *Amos 'n' Andy* and *Lum and Abner* TV films.

Central question of the hearing, resulting from SAG-SEG opposition to TVA's petition to represent all performers before motion-picture type cameras for TV purposes, is whether all such performers may, legally speaking, "appropriately" be included within a single bargaining unit.

SAG and SEG, which do not contest TVA jurisdiction over talent on "live" and kinescoped programs, will try to show that production techniques and working conditions involved in TV film-making differ from those involved in "live" presentations.

TVA witnesses testified in New York a fortnight ago that two television networks had produced TV films in Hollywood with rented facilities and that a third network planned to follow suit.

TVA Stand

TVA contends that how a show is produced (whether all live, part live and part film, or all film) is unimportant, since from a performer's standpoint the industry is indivisible; he may perform live one day and on film the next.

SAG-SEG viewpoint, on the other hand, is that essentially different techniques and working conditions are involved in film performances as contrasted with live performances which make performers' interests different in each case, and that SAG already has contractual agreements with motion picture producers relating to film performers.

TVA seeks to represent talent employed by networks or stations telecasting on a multiple-station basis in New York, Chicago, and Los Angeles. This includes ABC-TV, CBS-TV, NBC-TV, the DuMont network, and WOR-TV New York and WGN-TV Chicago. Performers involved include actors, masters of ceremony, quiz-masters, disc jockeys, singers, dancers, announcers, sportscasters, specialty acts, walk-ons and extras.

Some measure of the complexity of the issue was suggested in testimony that film sequences and film inserts had been used in conjunction with live shows when scripts called for action unobtainable inside the studio.

DEADLINE

MARCH 31

. . . is the concluding, final, ultimate, last chance for the 1951 YEARBOOK to be included with a subscription to BROADCASTING. After March 31, the few remaining copies will be sold separately for $5.00. Before it's too late, subscribe now—and get the . . .

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TITLE

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COMPANY

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YEARBOOK Special

AT OPENING of *Continental Film Theatre* on WOR-TV New York, Feb. 11, are (l to r) Norman Livingston, WOR-TV director, commercial program operations; New York Mayor Vincent Impellitteri, Erberto Landi, president of his own ad agency, and Robert Mayo, WOR-TV sales director. Mr. Landi is co-producer of the foreign language films program.

EXAMINING cartoon cell at United Productions of America, Burbank, Calif., seventh anniversary art festival are (l to r) Hans Conreid, radio actor, and John Hubley, vice president and supervisor of the firm which produces TV movie and films.

NBC OFFICIALS Jimmy Dolan (l), assistant director of sports, and H. M. Beville Jr., director of plans and research, visit radio-TV plant of WBAP Fort Worth. Visit was made during trip to Southwest last month for NCAA meeting.

NEWLY-ELECTED officers of San Francisco Chapter of Academy of Television Arts and Sciences are (l to r) Lou Simon, KPIX (TV) treasurer; Peggy Martin, KGO, corresponding secretary; Harold See, KRON, president; Vannie Baker, KGO, 2d vice president; Howard McGill, Zack Radio Corp., 1st vice president, and Melba Ford, KRON, secretary.

AT CONCLUSION of his premiere telecast (via NBC-TV) under sponsorship of Kellogg Co., Victor Borge, pianist-humorist, is given congratulatory handshake by W. H. Vanderploeg, Kellogg Co. president. Present are (l to r) T. D'Arcy Brophy, board chairman, Kenyon & Eckhardt; John Brew, v. p. and Kellogg account supervisor; Mr. Borge, Ralph Olmstead, v. p. in charge of advertising for Kellogg; William A. Chalmers, v. p. in charge of radio and TV, Kenyon & Eckhardt, and Mr. Vanderploeg.

SENATE CRIME PROBE

Given Full Coverage by California Stations

SENATE Crime Investigating Committee, headed by Sen. Estes Kefauver (D., Tenn.), focused its attention on California last fortnight.

KGO-TV and KPIX (TV) San Francisco telecasts of the Kefauver Committee hearings March 2 and 3 reportedly drew the largest daytime audience in Golden Gate history.

Both stations canceled all other daytime programs to bring televiewers and radio listeners the proceedings direct from the bar of inquiry.

One Bay Area newspaper reportedly used a TV receiver in its city room to make early deadlines. Neither station telecast commercials and station breaks were superimposed on screens so as not to interrupt the hearings.

KECA-TV Hollywood's Feb. 27-28 exclusive telecast of the hearings in Los Angeles brought a wild burst of public enthusiasm.

Station executives were confident that they had done a conscientious job of coverage. But they were unprepared for the estimated 3,000 phone calls which jammed the switchboard. Also, more than 100 telegrams were received congratulating the station.

Mayor Fletcher Bowron said, "KECA-TV deserves the thanks of the community for performing this vital public service."

Several hours of commercial time were pre-empted by the station for its coverage. An enthusiastic wire from four KECA-TV viewers offered loyally to "do our best to buy your sponsors' products who gave up their time."

James T. Vandiveer, executive producer of station remote telecasts, directed and produced the coverage. He was assisted by Bill Zeck. Cameron Pierce was technical supervisor; Harold Huntsman, technical director. Frank La Tourette arranged for the telecast.

The California hearings were another step in the committee's march across the nation. Previous hearings covered by radio and television were held in St. Louis [BROADCASTING • TELECASTING, March 5], Detroit, [BROADCASTING • TELECASTING, Feb. 26], and New Orleans [BROADCASTING • TELECASTING, Feb. 5].

STATE STATIONS

Washington Bill Proposes

ESTABLISHMENT of two television stations owned and operated by the State of Washington would be authorized by the terms of a bill currently under consideration by the State Legislature. The measure (HB 563) was introduced by State Rep. Marshall Forrest (D-Bellingham).

The proposed measure establishes a Washington State Television Commission, composed of public education and higher education officials and three "members of the general public to be appointed by the governor, at least one of whom shall be actively engaged in the television industry." It would be authorized to apply to FCC for at least two stations, one on each side of the Cascade Mountain range which divides the state between east and west.

The measure also would appropriate $50,000, "or so much thereof as may be necessary" to carry out provisions of the act.

The commission would be instructed to conduct "a comprehensive survey of the television industry" and "formulate a detailed policy" for operation of the state-owned stations, to be submitted to the next session of the State Legislature, scheduled for 1953. If FCC approval is received prior to that time, however, the commission is directed to launch the station without waiting for further Legislative action.

ZENITH WARNING

Sent Phonevision Panel

PHONEVISION subscribers in the Chicago test group received warning letters last week from Zenith Radio Corp., informing them that unauthorized persons identifying themselves as Zenith service men were entering some of the homes illegally. Letters were mailed after "several cases" of such entry were reported, although no details were given as to whether any criminal actions followed the trespassing.

Letters included an identification card such as is carried by each Phonevision repairman, and customers were asked to request showing of the card by anyone attempting to check or remove the television set. Zenith installed a Phonevision-equipped video receiver in each of the 300 test homes.

Test families were advised again not to discuss their reactions to Phonevision with anyone outside the family. This presumably was a measure taken to insure a "fair sample" for the National Opinion Research Center at the U. of Chicago, which will analyze results.

DuMont Network Sued

SUIT against DuMont Television Network for $16,773, allegedly an unpaid remainder due for 16 quarter-hour TV film programs, was filed by Wallace Orr and Tel Ra Productions, Philadelphia, in the U. S. District Court of the Southern District of New York on March 1. The films, according to a letter allegedly written by a DuMont official, copy of which was filed with the complaint, constituted the program *1950 Baseball Previews*.

WESTERN MEET

Airs TV Effect on Habits

ELEVISION as it affects children as exposed to two hours of scru-inizing by a panel of educators d broadcasters as feature of the urth annual Western Radio-elevision Conference at the Holly-ood (Calif.) Roosevelt Hotel, arch 2-3.

The new medium emerged with latively few blemishes. The few ars uncovered were attributed ore to society as a whole, with V held up by panelists as merely reflection of public habits and emands. Good taste, patience and resight themed the two-day con-rence, with educators agreeing at TV as well as radio is an ex-llent medium.

Admitting some aspects of video e open to criticism, Klaus Lands-rg, vice president of Paramount levision Productions Inc. and neral manager KTLA (TV) ollywood, cited in particular beer d cigarette sponsorship of sports ents popular with youthful audi-ces. Because of their influence this young audience, Mr. Lands-rg said such advertisers should t be permitted to sponsor sports ents. He offered no objection ough to such advertisers utiliz-g station time at hours when ildren are away from the screen.

Parents Responsible

Mr. Landsberg believes however, at it is up to the parents, not e station, to determine type of ogram children should view.

Industry - education cooperation as stressed by Judith Waller, BC Central Division director of blic affairs. Speaking on broad-sting and public service, Miss aller said there was much to be ne by broadcasters and educators work out problems for success-l programs that will be of in-rest and acceptable to the masses. e declared much more research n the variety of interests of the blic needs is necessary and felt at education should be able to t its research forces to work and ther the basic facts about radio d television audience building.

Educators were urged to take ad-ntage of the current TV station reeze" and prepare themselves r the programming opportunities come when "lift" takes place.

Other speakers at the sessions cluded Hal Hodge, coordinator of ild welfare, Los Angeles County hools; Dr. Mason Rose, executive rector of the National Founda-on of Psychological Research; ul Price, radio-TV columnist, *s Angeles Daily*.

Two-day conference was devoted imarily to televsion, with KNBH d KECA-TV providing produc-on demonstrations and work shop struction and information.

Mrs. Inez Richardson, secretary Hoover Institute and Library at anford U., was elected chairman r the coming year.

DEMONSTRATING the use of various lenses on the WBAL-TV camera to a Johns Hopkins U. student is Mr. Wagner (l) with Mr. Wilkes in the background.

★ ★ ★ ★

EDUCATION SHOWCASE

WFAA-TV, WBAL-TV, KSL-TV Report Projects

EDUCATORS throughout the nation continue to enjoy the wholehearted cooperation of telecasters on projects designed to showcase television's effectiveness as an educational medium of great potential and to extend the curriculum of the university and college to the viewer's living room.

One of the latest public service programs launched on behalf of education is that reported by WFAA-TV Dallas, which is cooperating with Southern Methodist U. on a weekly series of 12 telecasts titled *Television University—SMU*. The program is aired each Thursday, 9:45 p.m., from WFAA-TV studios and other focal points.

Among the subjects slated for class examination are the theatre, science, music, academic orientation, fine arts and TV's educational potentialities. Live telecasts of plays by drama students also are contemplated to supplement the classes in theatrical orientation. In future weeks the university's music school will share the TV camera's attention with a telecast version of "Carmen."

Origination Points

According to present plans, some of the programs (running about half an hour) will originate in WFAA-TV studios, while other full-hour telecasts will emanate from the campus of Southern Methodist.

An offshoot of education-station cooperation has developed at WBAL-TV Baltimore, which has invited students of Johns Hopkins U. to attend classes for an accredited TV course held in its studios. The project is designed for mutual benefit of WBAL-TV and students in view of the dearth of trained personnel and the current manpower situation, station reports.

Staff members are contributing first-hand information to students with liberal arts background under the direction of Program Manager Arnold Wilkes. Slated to continue through the spring months, courses include instruction on cameras, control room, settings, special effects, films, commercials and production. Technical classes are handled by Lou Wagner, technical supervisor, and Sam Philpot, station art director.

On another level—actual educational telecasts—WBAL-TV also is cooperating with a number of colleges and universities for presentation of college-level programs covering a variety of subjects [BROADCASTING • TELECASTING, Feb. 19].

Another indication that educators and commercial TV stations can work together in the public interest is in evidence at KSL-TV Salt Lake City. Each Thursday the station telecasts *The World U Live In*, 8-8:30 p.m., which is produced under the auspices of the U. of Utah extension division. Many academic fields are being explored during the series.

Additionally, the university is doling out credits to persons signing with its extension division, even though the programs are designed to interest students and casual viewers alike.

The introduction of education to arm-chair viewers has picked up momentum in recent weeks, with a number of stations now cooperating regularly with universities and colleges in public service projects, many of them during prime evening TV periods. In addition, telecasters have carried a host of special education seminars and other programs with a campus motif.

Among TV outlets which have collaborated on regular or special projects, in addition to WFAA-TV and KSL-TV, are WWJ-TV Detroit, WFIL-TV Philadelphia, WTCN-TV Minneapolis-St. Paul, WRGB (TV) Schenectady, WAAM (TV) Baltimore, and WTVJ (TV) Miami.

TV 'CHILD' ADS

FTC Drops Investigation

ASSURED that there will be no further resort to controversial "child appeal" advertisements such as published last fall, the Federal Trade Commission announced last Thursday it has abandoned plans to "institute legal proceedings" against a group of television manufacturers and Ruthrauff & Ryan Inc.

FTC Chairman James M. Mead said the commission has accepted written assurances from 22 TV manufacturers and the agency that such a campaign would not be resumed. He warned, however, that in "closing the case on this basis," FTC reserved the right to reopen its probe if warranted by future developments.

The original inquiry grew out of a TV set advertising campaign (published and broadcast), which imputed educational handicaps to children in homes which did not possess television receivers. FTC undertook the probe on the basis of complaints from the National Education Assn. and other groups, even though the first ad theme was immediately scrapped, and requested copy specimens with a view to examining their "truth or falsity" [BROADCASTING ● TELECASTING, Dec. 4, Nov. 27, 1950].

FOOTBALL TV

NCAA Offered Solution

COLLEGES can permit live telecasting of football games and make money at the same time, despite the one-year ban issued in January by the National Collegiate Athletic Assn. This was asserted last week by John S. Meck, president of John Meck Industries and Scott Radio Labs, in a letter to the NCAA as its TV committee met in Chicago [BROADCASTING • TELECASTING, Mar. 5].

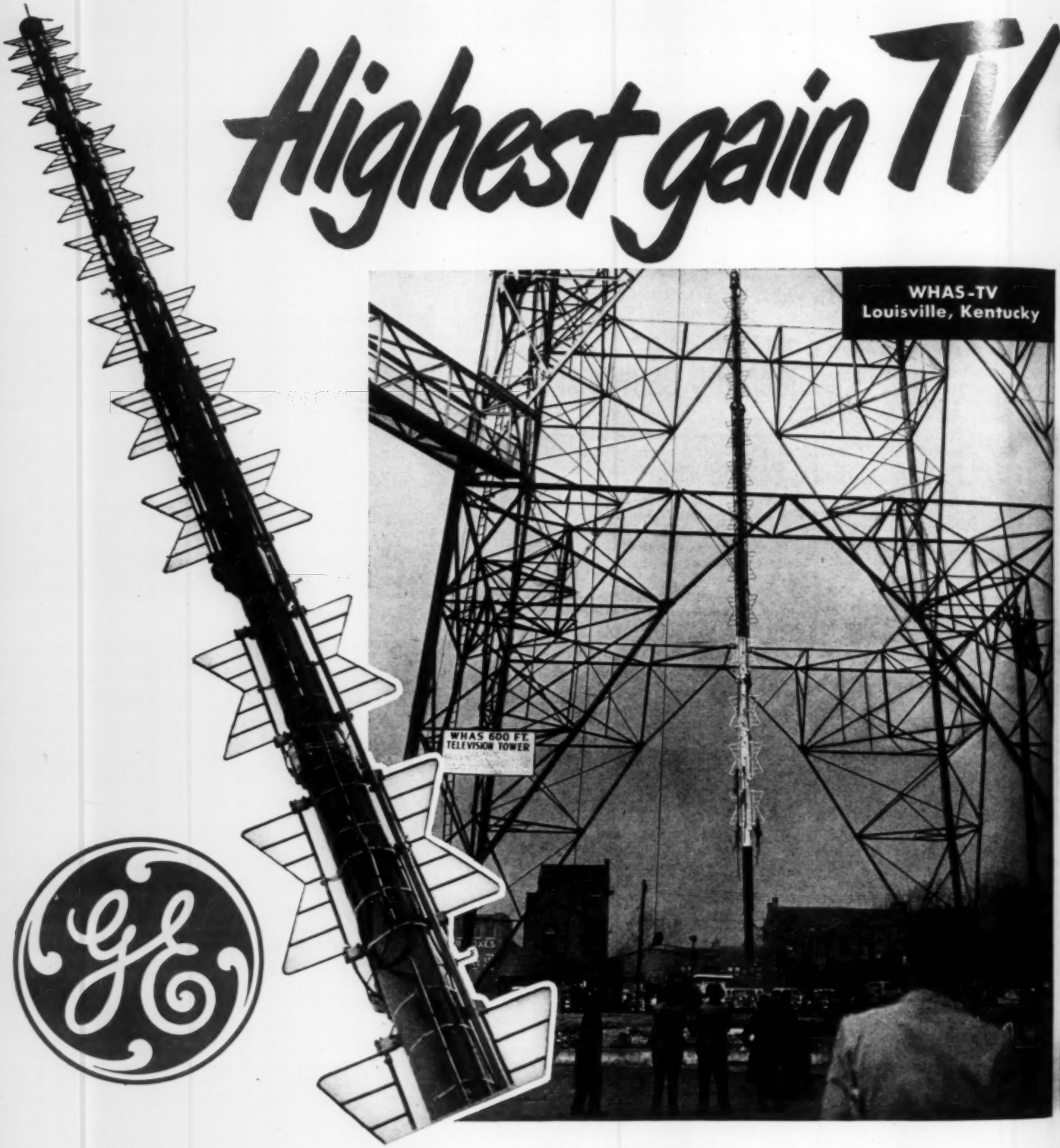
Mr. Meck advocated a plan by which a college or university would charge alumni and "friends" $10 a year for "television rights" to school games, and for purchase of a "complimentary" ticket to each game. This ticket, Mr. Meck suggested, would be issued to "a youngster who may become a future student at the school, to a disabled veteran or a serviceman."

Video "rights" for home viewing could be sold also to non-alumni who want to buy the "free" tickets as gifts. The contributor, according to the plan, would receive a "TV season ticket" to put on top of his TV set "as a token of his support."

This formula would, in the opinion of the TV manufacturer, "(1) bring football to millions at home, thereby making and keeping friends; (2) bring money into college treasuries and (3) keep the stands crowded on Saturday afternoons."

"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV a



GOING UP—**THE ANTENNA THAT COULDN'T BE BUILT.** When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

antenna* in the world!

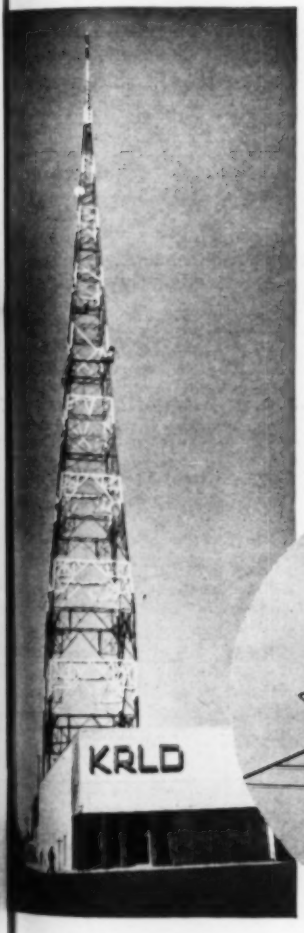
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

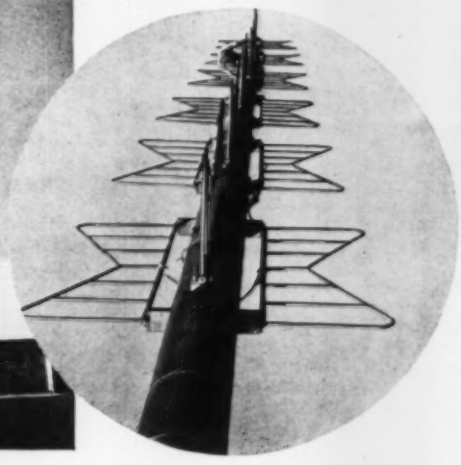
General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*



LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

** for VHF commercial operation*

You can put your confidence in—

GENERAL ELECTRIC

air-casters

Mr. Symons

DR. THOMAS B. SYMONS, Maryland educator, appointed director of public service WBAL - AM - TV Baltimore, succeeding the late Dr. David E. Weglein.

AL BLAND, program director WBBM Chicago, cited by Marine Corps for cooperation to Marines when program director at KMOX St. Louis.

GILBERT D. BROOKS, announcer WKNA-AM-FM Charleston, W. Va., appointed chief announcer-assistant program director. **DICK REID** and **DON REED** appointed to announcing staff WKNA.

JACKSON LAUNER appointed continuity chief WCEN Mt. Pleasant, Mich. He was with WOMT Manitowoc, Wis. **GENE COURTER** and **DAVE LOCKHART** appointed to announcing staff. **BETTY PELLETIER** named traffic manager at station.

ED CONRAD, director at WTCN-TV Minneapolis, to ABC-TV Chicago, in same capacity.

TOM KERSEY, music and transcription department KECA Hollywood, named writer-producer. He replaces **FRANK MORRIS,** transferred to production staff ABC Hollywood.

KEITH KERBY, manager Keith Kerby Ltd. (celebrity commercials), S. F., to KGO San Francisco as program director, replacing **JOHN GALBRAITH,** resigned to freelance in radio and television field.

BENJAMIN F. KROUSE appointed staff artist WGAL-TV Lancaster, Pa. He was with Kamp & Godfrey Adv. Agency, same city.

EARL STEEL appointed to announcing staff WCCO Minneapolis. **SALLY FOSTER** named vocalist at station.

DON GEHRING, writer - producer WFDF Flint, Mich., called to active duty with Army.

DONAL HASSLER named head of transcriptions ABC Chicago, replacing **JANE NILES,** resigned.

SARAJANE CHERASHORE, publicity department WPEN Philadelphia, resigns.

MARTIN McNEELEY, announcer-disc jockey WJMO Cleveland, to WJR Detroit, in same capacity.

HUBIE WEISS, WFIL-TV Philadelphia, to WDSU-TV New Orleans, as producer-director.

WADE H. ALLEY, Dayton office FBI, appointed program and public relations director WHIO Dayton. He succeeds **LESTER SPENCER,** now manager WKBV Richmond, Ind.

Mr. Alley

JOHN LE BON SMITH, announcer WSOC Charlotte, N. C., to WBTV (TV) same city in program department.

BUDDY DEAN, disc jockey WHHM Memphis, to WITH Baltimore in same capacity.

ROBERT OAKLEY, program packager, to KTTV (TV) Hollywood as director in program development. He was manager KROY Sacramento.

JOY RUSSELL-SMITH, script secretary KNX Hollywood *Bob Hopkins Program,* to KTSL (TV) Hollywood as story editor. **MALEESE BLACK,** script secretary CBS *Dollar A Minute,* replaces her on KNX program.

MELVIN W. GREEN, controller WOOD Grand Rapids and WFDF Flint, Mich., named treasurer WFBM Indianapolis. **LEONARD BRIDGES,** controller King-Trendle Broadcasting Corp., Detroit, replaces Mr. Green.

BILL HODAPP, continuity editor WAVE Louisville, appointed director of Teleprograms Inc., NBC-TV New York.

TOM JACOBSON, announcer Progressive Broadcasting System, to Pacific Regional Network, Hollywood.

JACK BRIGGS to KFMB-TV San Diego as staff announcer.

SHELBY GORDON, creative director Stewart Potter Inc., Chicago, to writing staff Columbia Pacific Network, Hollywood.

SCOTT HANNAH, announcer CKWX Vancouver, appointed program director CJBQ Belleville.

STEVE DUNNE, NBC *Sam Spade* and Don Lee *Jack Kirkwood Show,* signed for feature role in Portland Pictures forthcoming movie "A Woman Possessed."

RALPH HATCHER, manager WPLH Huntington, W. Va., to stations department ABC, effective March 5.

KEITH CULVERHOUSE, Dorrance-Wadell Inc., N. Y., to ABC sales presentations department, effective March 5.

BOB WALTERS to ABC-TV *Life With Linkletter* musical group as pianist, replacing **VIC VALENTI,** resigned. **HENRY TAYLOR** to show's writing staff.

PAUL EVANS, copywriter KIDO Boise, Ida., to active duty with Navy. **VERN MOORE,** chief announcer, also to active duty with Navy. **PETER FURNO Jr.,** staff announcer, to active duty with Army.

JAMES McKIBBEN, program director KIDO Boise, Ida., takes on extra duties of promotion director for station. **JIM COWAN,** KNOX Grand Forks, N. D., to announcing staff. **GENE PERKINS,** staff announcer, appointed night supervisor for station operations. **MARILYN PEARSON,** new to radio, to staff as copywriter. **BARBARA WOOTERS** named to program department as copywriter.

BERNIE ALLEN staff announcer WIND Chicago, called into Army. **JOE KENNEDY,** KASI Ames, Iowa, replaces him.

ARMAND LaPOINTE, disc jockey Pacific Regional Network, Hollywood, to *Phil Regan Show,* NBC.

LARRY BROWN, disc jockey WPEN Philadelphia, and Alma Goloff, married.

RAY RICH, TV program director, and **MARIE CHAUVIN,** receptionist WDSU New Orleans, married.

DAVE WEBSTER, WJNO West Palm Beach, Fla., elected mayor of Glenn Ridge, Fla.

TOM WABER, announcer WXYZ Detroit, father of daughter, Ellen Elizabeth.

DAVE KIMBLE, sales promotion manager WBBM Chicago, father of daughter, Patricia.

STEVE LAWRENCE, announcer WXYZ Detroit, father of boy, Stephen Michael.

JEAN TYMEC, publicity department WIND Chicago, and William Kuehn, married.

CHICK VINCENT, producer-director WOR New York, presented award of merit from "Wake Up, America!" committee for "the patriotic duty his program is performing on uncovering subversive activities in the United States."

MAGGIE JOHNSON, star of *Your Television Shopper,* WABD (TV) New York, selected "most glamorous housewife in television" by John Robert Powers, model agency head.

LU HURLEY, star of *Man on the Street,* KRON-TV San Francisco, received special award, the "Televiewers' Oswald" (made of kitchen gadgets) from group of Marin County fans.

W. LEE MEREDITH, continuity director WNAX Yankton, S. D., father of boy.

MARILYN MULLIN, KCBS San Francisco, resigns to marry Bob McLachlan March 31. Miss Mullin is niece of Bing and Bob Crosby.

JIMMY DURANTE, radio, stage, mov and NBC-TV star, was featured two page story "Mr. Durante's Y Year" in *Parade.* Article based his NBC television show.

News . . .

HAL STEWART, newsman-announc KIDO Boise, Ida., to active duty wi Navy.

NORMAN WALLACE appointed new man-announcer KIDO Boise, Id **RON SMITH,** announcing staff, United Press radio office in Ne York.

MARTIN BAUERMAN, new to radi to news department KXOK St. Lou replacing **WILLIAM NOONAN,** r called to active duty with Mari Corps.

FRANCE LAUX, sportscaster KIO St. Louis, awarded "Elmer" fr greater St. Louis Bowling Assn. recognition of his outstanding rad work in bowling activities duri 1950.

BERT LEE Jr., sportscaster WMG New York, scheduled as princip speaker at dinner meeting of Ne York and New Jersey Chapter of 4 (Ivy) Division Assoc., (World W Veterans), March 6, in N. Y.

GEORGE FABER, news writer WBB Chicago, named night news supe visor.

GASTON FISCHER, news write reporter CBS, starts quarter-ho weekly news analysis broadcasts o Columbia Pacific Network.

MAJ. GEORGE FIELDING ELIO MBS commentator and military an alyst, to originate his *War Revie* program, 9:45-10 p.m. Sunday, fro leading European cities, beginni March 12.

TED HUSING, sports announcer an commentator Pabst Blue Ribbo *I. B. C. Boxing Bouts,* CBS-TV 10 p Wed., resigns reported due to inabi ity to cover both local New Yo radio commitments and out-of-to fights. **RUSS HODGES,** CBS spor commentator, replaced Mr. Husing effective with March 7 Ezzard Cha les-Jersey Joe Walcott fight.

ALLEN FORBES, news directo KYSM Mankato, appointed to ne writing staff WCCO Minneapolis.

E. W. ZIEBARTH, news analyst, an **CEDRIC ADAMS,** news report WCCO Minneapolis, voted most pop lar in their respective fields in annu state-wide radio poll conducted b Minnesota Radio Council.

JENNINGS CULLEY, sportscast WSLS Roanoke, Va., father of boy.

Langendorf OLD FRIEND

Consistently renewing its schedules year after year, this fine Western bakery proves its loyalty to KJR's efficient coverage of Western Washington.

KJR SEATTLE 5000 WATTS AT 950 kc. A Marshall Field Station —THE VALUE-FULL STATION ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

The LITTLE Station with the BIG WALLOP

REP. BY MEEKER

WMAM MARINETTE WISCONSIN

where do buyers of spot radio time get their station information?

"You go to the Radio Section* of SRDS when you want to find things out," says a long-experienced media man. Standard Rate is really a manual. It informs.

"Supposing we go into a market where we have had no experience, say for our frozen food account. I turn to *Standard Rate* first to size up the stations in that market. I am interested in knowing their affiliations and their power. If there are two stations in a market, both with 50,000 watts, we look at the rates. Then we check the coverage; and then we determine which station should give us the most for our money.

"When I look up the various stations in any city in *Standard Rate*, I read everything there including the ads, when they tell me anything, like what programs they have and how much spots on them cost."

Many stations are contributing additional information that helps buyers buy, in Service-Ads near their listings in SRDS Publications (like the WFBR Service-Ad reproduced here) and near their markets' listings in CONSUMER MARKETS.

That's why, when you're comparing stations and markets, it pays to check the Service-Ads in *Radio Advertising Rates and Data** and in CONSUMER MARKETS. They may save you further search for information you want right on the spot.

Note to Broadcasters: In the 64-page SPOT RADIO PROMOTION HANDBOOK your advertisers and prospects and their agencies describe in detail what they want to know about stations. Copies at $1.00.

Oil Burners are Hot Stuff on WFBR in Baltimore

COLD FACTS: $60 a week spent on spots on WFBR's "Morning in Maryland" Show is bringing in $1500 per week in sales of oil burners for the Cumberland Coal Co. of Baltimore.

Cumberland Coal Co. of Baltimore sells Timken Silent Automatic Heating Systems. They wanted to sell more. In January of this year they bought one minute spots on WFBR's great "Morning in Maryland" Show *. . . to the tune of $60 a week.*

They gave away no diamond rings, no trips to Europe. All they did was tell people, on the *right* station, at the *right* time, on the *right* program, about their product

On June 29, they wrote to tell us they're averaging $1500 a week in sales from this $60 per week investment. And this is the *only* radio time and station they're using! In the same letter, they informed us they are doubling their schedule—still on "Morning in Maryland" —to include room air conditioners.

"Morning in Maryland" is a WFBR "home-grown" show—conceived, produced and performed in WFBR's studios. There are other WFBR "home-grows," too—with equally impressive sales stories. And they all add up to this: in Baltimore, the *right* station is:

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

More than 270 radio and TV stations are running Service-Ads in SRDS publications to supplement and expand their listings with information that helps buyers buy.

* The Radio Section of SRDS is now called *Radio Advertising Rates and Data.*

STANDARD RATE & DATA SERVICE

The National Authority Serving the Media-Buying Function

Walter E. Botthof, *Publisher*

NEW YORK • 333 North Michigan Avenue, Chicago 1, Illinois • LOS ANGELES

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Quality Culture Programs at Local Station Cost

SPOTS
with pulling power!
That's why YOUR spots are on the Southwest's favorite station. Your agency can produce the best transcriptions, but if they're not aired to a large, responsive audience—your spots can't PULL. KROD has the most listeners over the El Paso Southwest most of the time, night and day. That's why spots on KROD have pulling power.

KROD
CBS, EL PASO
KEY STATION, SOUTHWEST NETWORK
5000 WATTS
600 TOP O' THE DIAL
RODERICK BROADCASTING CORP.
DORRANCE D. RODERICK, President
VAL LAWRENCE, Vice Pres. & Gen. Mgr.
REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

programs promotion premiums

THE COON-SKIN CAP ● ● ●

WOOD Grand Rapids sending coon-skin caps to trade and advertisers with letter explaining fedora. Letter points out that "Whenever you wear this coon-skin cap, remember that all of us other WOODsmen here in Grand Rapids are working day and night to help build sales for national and local advertisers in this market." Letter tells advertisers that station can produce "mighty happy hunting."

KEEN COMPETITION ● ● ●

KDKA Pittsburgh, *1951 School Science Experts*, starts March 17, Sat. 4 p.m., radio quiz series featuring high school science students from Western Pennsylvania, competing for college scholarships. Students from public, parochial and private schools take part in shows. On first six programs, they compete for cash awards and gold keys. On seventh broadcast, May 8, the six finalists will fight it out for scholarships.

THE BIG SWITCH ● ● ●

WNAX Yankton, S. D., sending "Big Aggie" banks to advertisers and trade. Card attached reminds advertisers that station is switching to CBS June 15 and that Big Aggie ". . . and my hired hands at WNAX are looking forward to helping you sell your products . . . as we've been doing for the nation's biggest advertisers for nearly 28 years. . . . Sow your advertising dollar in the Big Aggie land and reap a harvest of soaring sales and increased goodwill." The bank has Big Aggie overlapping a small tractor and is very colorful.

NEW TYPE FORMAT ● ● ●

KQV Pittsburgh has developed new format for calls to station after noon-time news broadcast. Roz Alpert, who takes part in news show, answers all calls and gives information request by listener on air. Show provides daily coverage of news, and things that housewives may be interested in. Show follows the newscast.

COWBOY SHOW ● ● ●

CBS RADIO Sales sending brown brochure to trade and advertisers about new western film, *Range Rider*, headed "You don't know what you're missing!" Card attached to top of piece says "Reach partner! For a pen, we mean. You can get the drop on your competition if you get on the dotted line pronto for this brand-new TV Western hero." Inside gives details of show, with picture of cowboys shooting behind him via a mirror.

'MORNING DEVOTIONS' ● ●

WSB-TV Atlanta, *Morning Devotions*, 10:50-11 a.m., Mon. through Fri., with local ministers of all faiths giving scripture reading, prayer and devotional message. Details of daily shows handled by officials of Atlanta Christian Council. "*Morning Devotions* is being added to our schedule in answer to requests from our audience," General Manager John M. Outler Jr., said. "We hope the program will do some real good."

★ ★ ★ ★ ★ ★ ★

INTERNATIONAL SHOW

KMA Shenandoah, Iowa, *Sidney, Iowa, USA, calling Sydney, Australia*, March 11, 30-minute show giving people down under look at small town in America. Show featured interviews with Iowa farmer, housewife, community club president, high school students, rodeo owner and war bride from Australia now living in town. Sydney, Australia, in exchange will give description of its city including harbor scene, surfing on beach, horse racing and other interesting scenes. This is third international exchange of programs for station.

★ ★ ★ ★ ★ ★ ★

HOT COVERAGE ● ● ●

KOA Denver has covered million dollar fire that wrecked local athletic club. New station manager, Charles C. Bevis Jr., who had just arrived few hours before fire, was within blocks of it when it broke out. He rushed to scene and phoned in reports to station. Station aired five special bulletins and 45 minutes of special broadcasts. Tape recorders were set up in Denver Press Club across the street for interviewing firemen, club workers and taping an eye witness account of fire. Mr. Bevis praised news and special events staff for fine work in covering fire.

CRASH COVERAGE ● ● ●

WNAX Yankton, S. D., news staff covered crash of airliner March 2, in which 15 people died. Station flashed first bulletin half-hour after wreck and in less than hour and one-half had a newsman on scene. Station flashed several more reports of accident and had interview with rescuer. WNAX later gave names of injured and dead and taped interviews with five of 10 survivors at hospital. Station fed accounts of wreck to KRNT Des Moines and WMT Cedar Rapids. Telephone report also was fed to KSOO Sioux Falls and station newsmen covered story for United Press. Station also fed first hand account to ABC in evening newscast.

LOCAL BUSINESS ● ● ●

KATL Houston sending advertisers letter with small plastic telephone receiver pasted on page. Letter headed "Increased profits . . . as close as your telephone." Piece goes on to explain that more local advertisers place business with station than any other station in city. Letter invites advertisers to try station.

FUTURE FARMERS CONTEST

WHAS Louisville presented awards totaling $5,000 to 27 winners in annual "Farm Incentive Program" sponsored by station during 1950. Barry Bingham, president WHAS, *The Courier-Journal* and *Louisville Times*, presided over annual luncheon Feb. 17 at which awards were presented.

TALENT HUNT ● ● ●

WLW Cincinnati sending press book to theatre owners and managers giving information about station's "Star Search" hunting for talent. The huge booklet has red, white and blue covers. Inside gives information on prizes and publicity that station may receive. Also has names of famous people in show business who were at one time with WLW. Book carries promotional data theatres may use.

TESTS LISTENERS ● ● ●

KRSC Seattle, *Frederick & Nelson Concert Hour*, Frederick & Nelson Dept. Store, aired 10 announcements inviting request for specific items in classical music. Station reportedly received 575 letters indicating total audience to be two and one-half times larger than anticipated.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JAN. 21-27, 1951

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.8)
1	2	Lux Radio Theatre (CBS)	21.0
2	1	Jack Benny Show (CBS)	19.9
3	3	Amos 'n' Andy (CBS)	16.9
4	5	Godfrey's Talent Scouts (CBS)	16.3
5	4	Charlie McCarthy Show (CBS)	15.9
6	7	Walter Winchell (ABC)	15.7
7	9	Red Skelton (CBS)	14.3
8	8	You Bet Your Life (NBC)	13.7
9	14	Fibber McGee & Molly (NBC)	13.7
10	6	My Friend Irma (CBS)	13.4
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.7)
1	1	Beulah (CBS)	11.6
2	2	Tide Show (CBS)	9.6
3	5	Lone Ranger (ABC)	8.7
WEEKDAY (Average For All Programs)			(5.7)
1	4	Ma Perkins (CBS)	9.4
2	2	Romance of Helen Trent (CBS)	9.3
3	3	Our Gal, Sunday (CBS)	8.9
4	7	Big Sister (CBS)	8.9
5	14	Guiding Light (CBS)	8.3
6	5	Wendy Warren and the News (CBS)	8.2
7	1	Arthur Godfrey (Ligg. & Myers) (CBS)	8.1
8	13	Aunt Jenny (CBS)	7.7
9	8	Rosemary (CBS)	7.7
10	24	Young Dr. Malone (CBS)	7.6
DAY, SUNDAY (Average For All Programs)			(3.3)
1	1	True Detective Mysteries (MBS)	9.0
2	2	The Shadow (MBS)	8.2
3	3	Martin Kane, Private Eye (MBS)	6.7
DAY, SATURDAY (Average For All Programs)			(5.9)
1	2	Stars Over Hollywood (CBS)	10.0
2	1	Armstrong Theater (CBS)	9.9
3	6	Let's Pretend (CBS)	8.4

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NOTE: Number of homes is obtained by applying the "Nielsen-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

WSNY CASE

Renewal Is Recommended In Initial Decision

RENEWAL of the license of WSNY Schenectady, N. Y., and approval to acquisition of effective control by Winslow P. Leighton, are recommended in an initial decision by Hearing Examiner James D. Cunningham, announced by FCC.

The ruling would dismiss opposing petitions by George R. Nelson and associates, which alleged "perpetration of fraud and numerous other irregularities on the part of their associate stockholder, Winslow P. Leighton."

Consent is recommended by the decision to transfer of control of Western Gateway Broadcasting Corp., WSNY licensee, from Benjamin L. Dubb, Bradley Kincaid and Prentiss Carnell Jr. to Mr. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton.

There is pending outside the proceeding a separate application for FCC approval to sale of all stock held by Mr. Nelson and William G. Avery in WSNY to Mr. Leighton pursuant to a "settlement agreement" of mid-1950, the decision said. The Nelson group by this agreement also withdrew a competitive bid for WSNY's facilities [BROADCASTING • TELECASTING, April 3, 1950].

The examiner concluded Mr. Leighton for practical purposes had acquired control of WSNY in early 1948 and that FCC approval should have been obtained. The initial decision said Mr. Leighton through several stock transactions increased his personal holding from one-fourth to about one-third interest and introduced three relatives as stockholders, the combined holdings totaling 55%.

Clears Leighton

The examiner found no "wilfulness of purpose to deceive" attended Mr. Leighton's failure to file the proper transfer application since he promptly reported each stock transaction to FCC. The examiner also noted Mr. Leighton did not consider himself in legal control because his personal interest totaled only one-third.

On the basis of WSNY's performance since that time as the city's only independent outlet, assigned 250 w fulltime on 1240 kc, and on the basis of proposed improvements in service, the examiner concluded the license should be renewed. He indicated, however, that FCC would closely watch future operation to determine if these proposals were carried out and to see if "station management . . . has gained a proper conception of all the requirements placed upon the licensees of radio stations in the Communications Act" and the Commission's rules.

Respecting the opposing petitions by Mr. Nelson and his associates, the examiner noted a court action instituted by the Nelson group "charging Leighton with fraudulent misconduct, is expected to be dismissed upon motion of the plaintiffs, in the event the proposed transfer of their stock to Leighton should be approved." The ruling observed "the adjudicatory processes of the Commission are not designed or intended as a medium for settling personal differences or for the adjudication of controversies of a private nature which are best determined by resort to courts of law."

The ruling continued:

Although Leighton did acquire actual control of the corporation without the Commission's consent as required in the Communications Act, the evidence of record, insofar as it reflects the impact which any of his stock transactions herein may have had upon the business interests of other stockholders in the corporation, is not pertinent to the Commission's inquiry, and it is not shown by a fair preponderance of the evidence that his demeanor in connection with these stock transactions was such as to adversely affect his character qualifications as an officer or stockholder in the corporation.

Three Join LBS

THREE stations have joined the Liberty Broadcasting System: KDAC Fort Bragg, Calif., WFMU (FM) Crawfordsville, Ind. and WXGI Richmond, Va. KDAC is licensed to Edward Mertle, president, and operates with 250 w on 1230 kc. WFMU is licensed to Journal Review Inc. with 13 kw on 102.9 mc (Channel 275). WXGI, a 1 kw daytimer, operating on 950 kc, is licensed to Radio Virginia Inc. WXGI will join the network April 1.

AFCA MEET

Set April 19-21, Chicago

LESLIE F. MUTER, past president of the Radio Mfrs. Assn., and Robert C. Sprague, president and board chairman of the Radio-Television Mfrs. Assn., are scheduled to address the April 19-21 national Armed Forces Communications Assn. convention in Chicago.

Discussion will be held on electronics, signal communications and photography, to explore the convention theme of strengthening AFCA's contribution in the national emergency.

ROBY NAMED

Heads NARND Committee

MAX ROBY, news chief of KSL Salt Lake City, has been named 1951 standards committee chairman for the National Assn. of Radio News Directors. F. O. Carver Jr., WSJS Winston-Salem, NARND board of directors member, will serve as liaison officer for the board.

Others named to serve on the standards committee are Rex Davis, KMOX St. Louis; George Gow, KANS Wichita; Ben Holmes, KOMA Oklahoma City; Charlie Day, WGAR Cleveland; John Thompson, KNBC San Francisco; George Passage, WRVA Richmond, Va.; Art Smith, WNAX Sioux City, Iowa, and Ev Dutton, CKRC Winnipeg, Manitoba, Canada.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

EXCLUSIVE AGAIN!

9 FOR THE TH STRAIGHT YEAR BROADCASTING

ALL HOME AND AWAY GAMES...

OF THE

Athletics

with BYRUM SAAM

outstanding play-by-play sportscaster

★

10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

WIBG

DIAL 990

REPRESENTED BY Radio Representatives Inc.

allied arts

WALTER BLAKE, vice president William Kester & Co., Hollywood, named executive sales director Parsonnet Studios Inc., that city, with headquarters at 3 W. 57th St., N. Y.

H. H. SCUDDER and **A. U. PINKNEY** elected vice presidents of International Standard Electric Corp., N. Y.

CHARLES MICHELSON Inc., N. Y., announces newly produced five-minute radio transcription series for promotion of diamond sales by retail jewelers, *Tom Terriss Stories of Fabulous Gems.* Show has started in seven new marekts: San Fernando, Calif.; Hartford, Conn.; Atlanta, Ga.; Boise, Ida.; Lockport, N. Y.; Lorain, Ohio, and Marion, Ohio.

FACTS CONSOLIDATED, S. F., market research firm, moves to 116 New Montgomery. Telephone number remains Douglas 2-2445.

BERNARD I. MILLER to sales staff Academy Film Productions, Chicago. He was president and general manager WMOR (FM) Chicago and head of his own television production company, B. I. Miller & Assoc.

FRED A. BOSIN appointed eastern sales manager for TV commercials and motion pictures Kling Studios, Chicago.

ROBERT N. FEGEN to sales and contract staff Jam Handy Organization, Detroit.

JAMES SMITH, Paramount Pictures, and **ROBERT SEITER,** 20th Century-Fox, to film editing staff Jerry Fairbanks Productions, Hollywood.

JACK O'MARA, Pacific Coast manager C. E. Hooper Inc., resigns effective March 7.

Equipment . . .

JOHN S. MECK re-elected president John Meck Industries, Plymouth, Ind. **G. F. MECK** re-elected treasurer of firm. Other officers elected were: **RUSSELL G. EGGO,** executive vice president and secretary; **B. L. BETHEL,** vice president in charge of purchasing; **CHARLES E. PALMER,** vice president in charge of production; **LEWIS G. WOYCKE,** vice president in charge of engineering, and **CHARLES L. HUBBARD,** vice president in charge of planning.

C. M. LEWIS, manager RCA's broadcast field sales activities for Engineering Products Dept., named manager of broadcast and communications sales section of Engineering Products Dept. Mr. Lewis has appointed following men to head specific broadcast and communications sales groups: **DAN PRATT,** manager of communications and microwave sales; **J. A. RENHARD,** Washington representative, and **P. T. SCHWARZWALDER,** manager of sales analysis. Mr. Lewis joined RCA as transmitter engineer in 1934.

EDWIN B. HINCK appointed sales manager electronic parts division, Allen B. DuMont Labs Inc., East Patterson, N. J. He succeeds **HARRY VanRENSSELAER,** called to active duty with Air Force. Mr. Hinck was northeast district sales manager for company's transmitter division.

MOHAWK BUSINESS MACHINES Corp., N. Y. (electronic equipment) has moved to new offices at 47 West St.

L. J. OLIVIER, merchandise manager at New Orleans for Graybar Electric Co., N. Y., appointed manager of New Orleans branch of company.

S. W. SCOTT, Los Angeles district sales manager Graybar Electric Co., N. Y., appointed Pacific district manager. He succeeds **H. L. HARPER,** retired.

DON G. MITCHELL, president Sylvania Electric Products, N. Y., appointed special consultant to Air Force staff for assisting in procurement of electric equipment and component parts.

LEONARD F. CRAMER, vice president and director Allen B. DuMont Labs Inc., Clifton, N. J., to head government liasion department, recently formed by DuMont. New department is working with government on military contract negotiations.

F. J. COOKE, chief engineer Electronic Tube Lab, Remington Rand, N. Y., to Reeves Soundcraft Corp., N. Y., as general manager Colorcraft and Magnetic Tape Divisions, Springdale, Conn.

Technical . . .

CBS-TV technical crew 16, assigned to *Perry Como Show* and *Stork Club Show,* presented award of merit from alumni division of School of Radio Technique, N. Y.

JEROME TANNENBAUM named chief engineer of audio division Concord Radio Corp., Chicago.

HOMER KORNMAN, engineer WSLS Roanoke, Va., father of daughter.

NINTH annual "Books for Cook" campaign over WCBS New York yielded 137,897 books for New York hospital patients and set new record by 20,000 publications, station reports.

REVOCATIONS

Commissioner Would Uphold

FCC ORDERS to revoke the license of WXLT Ely, Minn., and the permit of KFMA Davenport, Iowa, would be affirmed according to an initial decision by Comr. George E. Sterling, announced by FCC.

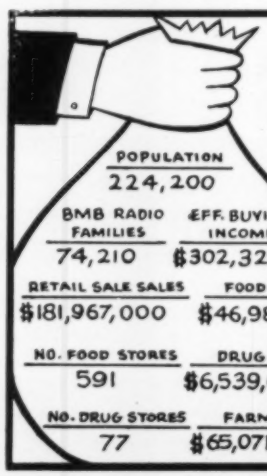
The initial ruling pointed out that FCC's order of May 23, 1950, revoking WXLT "was based on facts disclosed on investigation, showing that Charles W. Ingersoll, then the individual licensee, had transferred control, and in fact, abandoned the station without the Commission consent required by Section 310(b) of the Communications Act."

The initial decision explained the WXLT revocation order further stated Mr. Ingersoll "and his radio consultant, L. W. Andrews, had, in the application for construction permit and subsequent applications, by concealments and misrepresentations, deceived the Commission as to the financing and ownership of the station." The permit of Mr. Andrews for KFMA "was revoked because of his complicity in the matters set out in the WXLT revocation order," it continued.

Comr. Sterling concluded "the matters set out in the revocation order have been completely sustained by the facts developed in the hearing on these orders." On these grounds, he recommended the revocation orders "must" be affirmed.

WXLT is assigned 250 w full-time on 1450 kc. KFMA is assigned 250 w daytime on 1580 kc.

Mr. Andrews Feb. 28 submitted the KFMA permit for cancellation, FCC records show. His letter to the Commission indicated he had no objection to FCC's granting the application of KFMA Broadcasting Co., a new applicant, for KFMA's assignment. Mr. Andrews a fortnight ago announced he was retiring from the consulting field to instruct in and supervise the Eastern Iowa Radio School [BROADCASTING • TELECASTING, Feb. 26].



Respects

(Continued from page 48)

ky. His most pressing problem, reminisces, revolved around his fort to obtain a larger budget to n a program he was handling—effort which led to his verbal counter with Mr. Fox.

Though only 16 at the time, oung Ben took the counsel to heart d eventually moved up to pro-am director himself. In 1929, eking other pastures, he looked New York and network radio as possible wedge.

With the aid of boundless genial-y and dogged persistence, the 19-ear-old Utah youth convinced BC that he should be a producer-irector. For five years he planted imself in NBC control rooms in ew York and other key network ities, working on remote pickups. is air credits included a celebrat-d list of some of early radio's most emorable programs, among them: *exaco Fire Chief*, with Ed Wynn; *hase and Sanborn Hour*, Eddie antor and Dave Rubinoff; *A & P ypsies*, Milton Cross; *Fleisch-an's Yeast Hour*, with Rudy Val-e, and the *Paul Whiteman Pro-am* for General Motors Corp.

As one thing led to another, oung Larson turned from radio to dvertising agencies. He joined the oseph Katz Co. New York office in 934, and in the next eight years oved through a succession of gency radio positions which also ncompassed Ruthrauff & Ryan and oung & Rubicam. He compiled ther air credits: *The Big Show* Block & Sully), *Gillette Commu-ity Sing* (Milton Berle), *Al Jol-on Program* and *Flying Red Horse avern* (with Beatrice Lillie).

Y & R soon put Mr. Larson's now cknowledged talents to use on hat was then a debatable propo-tion—daytime radio—much as aytime video is now in the forma-ve stage. He supervised the di-ection of such offerings as *Kate mith Speaks, Joyce Jordan, M.D., he Second Mrs. Burton* and *ight Horizon* from 1941 to 1942.

Mr. Larson's first intimate con-act with television came in 1940 while still at Y & R, which was evaluating the new visual medium on behalf of its own clients. For two years he headed up its TV activity which, though it dealt with experimental shows, was already a fulltime job. Mr. Larson handled scripts and direction for General Foods Corp.'s *Aldrich Family*, Agfa Ansco's *Photo Quiz* and test runs for Y & R radio commercials adapted for television. During this period, he muses, he was busier than Arthur Godfrey today, sandwiching in demonstrations and meetings with office duties.

Later Mr. Larson, collaborating with Joe Cross, sold Lever Bros. a video show on DuMont's WABD (TV) New York titled *I Challenge You*. That effort marked his initial contribution — and a temporary goodbye—to television.

In 1942 he became general manager and part owner of WWDC Washington, and was instrumental in boosting the station to a level where, with the aid of "block programming," it could lay the groundwork for successful independent operation.

Joins WPEN

Mr. Larson transferred his sphere of operation to Philadelphia in June 1945, assuming the management of WPEN, then the *Evening Bulletin's* radio independent in the Quaker City. The following year he filed an application for WPEN to construct and operate a TV station there. The newspaper took over control of WCAU Philadelphia in December 1947 and also got its TV station through an application transfer.

Under the new alignment Ben Larson was appointed a vice president and director of television with responsibility for the task of building and organizing the WCAU-TV structure. By May 1948 the station was programming a seven-day week schedule and making the Larson name well known in mushrooming TV circles.

In early January 1950, when WPIX was seeking a man to replace the resigning Robert L. Coe as station manager, the New York Daily News Syndicate negotiated with the up-and-coming TV executive who had fashioned a career as a crack network producer and management personality. Later in January he was named a vice president of WPIX Inc.

Combined Talents

In Mr. Larson, now a 25-year veteran, they probably obtained a measure of Ziegfeld and the Wizard of Oz in one fell swoop. Today he is seldom stumped when WPIX is called upon to substitute ingenuity for sheer weight of programming dollars. By using block-programming (a little thing Mr. Larson presumably picked up at WWDC) and a heavy slate of film programs, plus a 120-event schedule of sports attractions from Madison Square Garden, WPIX doubtless is making a buck here and there.

That was his "baptismal vow" as he took over the reins of the New York independent: "Programs with a strong local appeal will be developed . . . It became increasingly apparent in television that the good local show should not be overlooked because it offers both viewer and advertiser an opportunity to get together on the most intimate basis . . ."

Mr. Larson is married to the former Doris Dunn. They live in Lawrence Farms, East Chappaqua, N. Y., with their two sons, G. Bennett Jr., 10, and Eric Chase, 9. His hobbies include "television, theatre, gardening, travel"—the indulgence of which, needless to say, not just anybody can do "without money." He is a member of the University Club of Washington, D. C.

GUESTS at the Spot Radio Clinic luncheon sponsored by the National Assn. of Radio Station Representatives Feb. 20 at New York's Biltmore Hotel were Robert Crandall, director of media, and Betty Bruns, in charge of radio, Sherman & Marquette Inc. New York. Attending the luncheon (l to r): Standing, Frank Fitzpatrick, George P. Hollingbery Co.; Frank Breslin, Headley-Reed Co.; Jones Scovern, Free & Peters; Thomas Campbell, The Branham Co.; David Simmons, John Blair & Co.; Arthur McCoy, Avery-Knodel; seated, John Allison, Paul H. Raymer Co.; Mr. Crandall, Miss Bruns, Michael Flynn, Katz Agency.

AD INSTITUTE

To Attract 200 Delegates

FRANK GAITHER, advertising manager, WSB-AM-TV Atlanta, is among listed speakers at Emory U.'s second annual Advertising Institute scheduled March 16-17 at Atlanta. Expected to attract more than 200 advertising personnel, the meeting will discuss problems which face advertising in a national emergency.

Other scheduled speakers include Dr. George Gallup, director of the American Institute of Public Opinion; E. B. Weiss, director of merchandising, Grey Adv. Agency; Elon G. Borton, president, Advertising Federation of America; Howard P. Abrahams, director of sales promotion, National Retail Dry Goods Assn., and Wilbur Smart, vice president, D'Arcy Adv. Co.

RESULTS?

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CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

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PRODUCT:

Tintair

AGENCY:

Cecil & Presbrey

CAMPAIGN:

30 minutes weekly

BUYING NORFOLK? ADD WLOW THRU A FORJOE MAN!

WLOW

NORFOLK VIRGINIA

March 2 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

FCC General Counsel—Granted extension to Feb. 28 to file exceptions to initial decision issued on applications of Lakeland Bcstg. Corp., Wausau, and John R. Tomek, Wausau, Wis.

By Examiner Fanney N. Litvin

Nashville Bcstg. Co., Nashville, Tenn.—Granted extension to March 9 to file proposed findings on its application and that of Southern Bcstg. Co., Nashville.

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Granted request that transcript of testimony on its application and that of Caddo Bcstg. Co., Anadarko, Okla., be corrected.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz.—Granted continuance of hearing on its application from March 5 to June 5 in Washington.

Christian County Bcstg. Co., Taylorville, Ill.—Granted continuance of the hearing on its application from March 12 to May 14 in Washington.

By Examiner J. D. Bond

Circle Bcstg. Corp., Hollywood, Fla.—Granted continuance of the hearing on its application from March 1 to April 3 at Washington

March 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYUM Yuma, Ariz.—Mod. CP change frequency etc. for extension of completion date.

License for CP

KFIR North Bend, Ore.—License to cover CP new AM station.

TENDERED FOR FILING

SSA—1030 kc

KWBU Corpus Christi, Tex.—Extension of SSA 1030 kc 50 kw, using non-DA from local sunrise Boston to local sunset Corpus Christi, for 12 mo. beginning March 15.

APPLICATION RETURNED

KXRN Renton, Wash.—RETURNED application for acquisition of control by Velva Dickinson Fuller through purchase of 1 sh from Cecil Pattee.

APPLICATION DISMISSED

Tuskegee Bcstg. Co., Inc., Tuskegee, Ala.—DISMISSED application for CP new AM station on 580 kc 500 w D.

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

FCC actions

MARCH 2 TO MARCH 8

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 6 Decisions . . .

BY THE SECRETARY

American Bcstg. Corp., Lexington, Ky.—Granted request to cancel license and delete remote pickup KA-8370.

WQXR-FM New York—Granted license for aux. trans.

WBAT Marion, Ind.—Granted mod. CP change type trans. and for approval of ant. and trans. location.

Actions taken March 1

Racine Bcstg. Corp., Racine, Wis.—Granted request to cancel licenses KA-5552, KSA-945 (extended temp. basis to 3-1-51); dismiss pending renewal application and delete remote pickups.

WFSS (FM) Coram, L. I.—Granted mod. CP for extension of completion date to 9-13-51.

WTBO-FM Cumberland, Md.—Same to 6-1-51; cond.

Granted following renewal of licenses on regular basis: KA-3891, Turlock Bcstg. Corp., Turlock, Calif.; KA-6974, Nueces Bcstg. Co., Corpus Christi, Tex.; KIA-609, 610, Roanoke Bcstg. Corp., Roanoke, Va. Granted following renewal of licenses on regular basis subject to change in frequency which may result from proceedings in Doc. 6651; KA-7839, KMB-535, The Voice of the Orange Empire Inc., Santa Ana, Calif.; KA-2130, Modern Bcstg. Co. of Baton Rouge, Inc., Baton Rouge, La.; KA-2244, Lou Poller, Chester, Pa.; KA-7264, Community Bcstg. Co., Corpus Christi, Tex.; KA-2025, Central Bcstg. Co., San Marcos, Tex.; Extended following licenses on temp. basis to June 1: KA-5234-5236, KTTV Inc., Los Angeles; KA-7154, KPIX Inc., San Francisco; KA-4039, Allen B. DuMont Lab, New York; KA-4621-4623, General Electric Co., Schenectady, N. Y.; KA-8149, Tribune Pub. Co., Tacoma, Wash. Extended following licenses on temp. basis to June 1, subject to change in frequency which may result from proceedings in Doc. 6651: KA-7152, KA-7153, KA-7155, KA-7156, KPIX Inc., San Francisco; KA-3416, Albuquerque Bcstg. Co., Albuquerque, N. M.; KA-4620, General Electric Co., Schenectady, N. Y.; KA-6975, Mario Acosta, Mayaguez, P. R.; KA-3625, Station WNEL Corp., San Juan, P. R. Granted following renewal of licenses on regular basis, subject to change in frequency which may result from proceedings in Doc. 6651: KA-3596, KKA-861, McKinney Air Enterprises Inc., McKinney, Tex.

WNEW New York—Granted license install new trans.

WJLB Detroit—Granted license install aux. trans.

KGGF Coffeyville, Kan.—Granted license increase power etc. (690 kc 5 kw-N 10 kw-LS DA-2 unl.).

KWBG Boone, Iowa—Granted license change power, etc. (1590 kc 500 w DA-N 1 kw-LS unl.).

WNCC Barnesboro, Pa.—Granted license new standard station and change of studio location (same city); 950 kc 500 w D.

Paramount Television Productions Inc., Hollywood—Granted CP new remote pickups KA-8436-7.

WORK York, Pa.—Granted CP install old main trans. as aux. trans.

Following were granted mod. CPs for extension of completion dates as shown: WBND Belleville, Ill., to 8-22-51, cond.; KOOK Billings, Mont., to 5-1-51, cond.; WLEU-FM Erie, Pa., to 9-19-51; WELI-FM New Haven, Conn., to 10-10-51.

Extended following NBC remote pickup licenses on temp. basis to June 1, subject to cond. that action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of stations licensed to grantee: KA-4815, 4816, KA-5189-5192, Hollywood; KA-4814, 4818, 5148-5150, KA-5163, San Francisco; KA-4683, 4685, 4686, 5193-5196, Denver; KA-5174-5177, 5469-5472, KGA-844, Washington, D. C.; KA-4676, 4680, 5145, 5146, 5147, 5162, KSA-720, Chicago; KA-4687, 4690, 4691, 4693, 5169-5172, New York. Extended following remote pickup station licenses on temp. basis to June 1: KA-2965, KA-6678, 6679, Mercantile Bcstg. Co., Miami Beach, Fla.; KA-2313, 4606-4608, KQA-755, WJR, Detroit; KA-2775, 7065, KQA-795, WGAR Cleveland.

Granted following renewal of licenses on regular basis: KA-5319, KGA-447-448, White Rose Bcstg. Co., York, Pa.

Extended following NBC remote pickup licenses on temp. basis to June 1, subject to condition that action is without prejudice to any action Commission may take with respect to any pending applications for renewal of licenses of broadcast stations licensed to grantee. Frequency assignment subject to change resulting from proceedings in Doc. 6651: KA-4823, 5130, 5131, KMA-676, Hollywood; KA-4822, 5071, 5072, KMA-675, San Francisco; KA-4675, KA-5073, Denver; KA-5004, 6514, 6515, Washington; KA-4673, 4999, 5000, Chicago; KA-4669, 4670, 5001, 5002, KEA-650, New York.

Extended following remote pickup licenses on temp. basis to June 1, subject to change in frequency which may result from proceedings in Doc. No. 6651: KA-4552, 4553, KMPC Los Angeles; KA-4605, WJR Detroit; KA-3407, WGAR Cleveland, Ohio.

Granted following renewal of licenses of STL on a regular basis: KEA-[illegible] Auburn Pub. Co., Auburn, N. Y.; KEB-[illegible] 76, General Electric Co., Schenectady, N. Y.; KGA-99, White Rose Bcstg. Co., York, Pa.; KIB-79, WDOD Bcstg. Corp., Chattanooga, Tenn.; KQA-55, Joe [illegible] Smith Jr. Inc., Beckley, W. Va. Extended following license on temp. basis to June 1: KQB-47, NBC Cleveland. Extended license of FM STL on temp. basis to June 1: KEA-46, Edwin H. Armstrong, New York.

Vir N. James, Salida, Col.—Granted licenses for new remote pickups, KA-4364, KA-3127, KA-3126, KA-3154.

Portsmouth Radio Corp., Portsmouth, Va.—Granted mod. CP specify frequency of 26.39 mc in addition to 31[illegible] mc and license to cover same for KA-3520.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Western Union Telegraph Co.—Granted further extension of time for filing exceptions to initial decision in Doc. 9539 (intercity video transmission service); time extended to March 30.

Booth Radio and Television Station Inc., Lansing, Mich.—Granted continuance of hearing from March 22 to May 14, on its application.

KWBR Oakland, Calif.—Granted continuance of hearing from March 16 to June 18 at Washington on its application.

FCC General Counsel—Granted extension to Feb. 28 to file exceptions to initial decision issued on application of Lubbock County Bcstg. Co. et al.

Central City-Greenville Bcstg. Co., Central City, Ky.—Granted dismissal petition to accept late appearance filed on Feb. 20 in proceeding on application and that of Muhlenberg County Bcstg. Co., Central City, Ky.

David M. Baltimore, Scranton, Pa.—Granted dismissal without prejudice of application.

KULP El Campo, Tex.—Dismissed petition requesting reconsideration and rehearing of its application; hearing scheduled April 20 at Washington.

New Tex Bcstg., Clovis, N. M.—Granted withdrawal of petition for severance, reconsideration and grant of application filed Feb. 6.

By Examiner Leo Resnick

Vermilion Bcstg. Corp., Danville, Ill.—Granted request that transcript of record on its application be corrected.

WSIX Nashville, Tenn.—Granted request that time for filing proposed findings of fact and conclusions up application of Vermilion Bcstg. Corp., Danville, Ill. be extended from March [illegible] to March 16.

WOOF Dothan, Ala.—Granted continuance of hearing from March 7 to May 7 in Washington on application.

By Examiner Elizabeth C. Smith

WORD Spartanburg, S. C.—By memorandum opinion and order granted leave to amend application to specify new trans. location; and to retain such application, as amended, on hearing docket without change in scheduled hearing date of Feb. 28 (Action Feb. 28).

By Examiner H. B. Hutchison

Lawrence County Bcstg. Co., Lawrenceburg Tenn.—Granted continuance of hearing from March 2 to May 2 in Washington in proceeding on application.

Spa Bcstrs. Inc. and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Pursuant to Commission's memorandum opinion and order of Feb. 7, denying petition

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FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

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TELEVISION AND BROADCAST FACILITIES
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1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

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Spa Bcstrs. Inc. to reconsider and aside Commission's memorandum ion and order of Aug. 17, 1950, in ch Commission ordered record be pened to permit Saratoga Bcstg. Co. present evidence in support of its lication, ordered that further hear- be scheduled in Washington April 4.

March 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KPAT Pampa, Tex.—License to cover new AM station.

KFDX Wichita Falls, Tex.—License cover CP increase power.

License Renewals

Applications for license renewal filed following AM stations: KJBS San ncisco; KGYW Vallejo, Calif.; AS Decatur, Ga.; WDZ Decatur, Ill.; KSMN Mason City, Iowa; KWHK Hutchinson, Kan.; KFBI Wichita, Kan.; WFUR Grand Rapids, Mich.; WNEW New York; KWJJ Portland, Ore.; KSOO Sioux Falls, S. D.

Modification of CP

WARM Scranton, Pa.—Mod. CP change frequency etc. for extension of completion date.

Following FM stations filed applications for extension of completion dates: KRNT-FM Des Moines; KWBW-FM Hutchinson, Kan.; WNBC-FM New York; WFMY Greensboro, N. C.

CP for Changes

WOOK-FM Silver Spring, Md.—CP change frequency from Channel 240 (Class A, 95.9 mc) to Channel 262 (Class B, 100.3 mc), ERP from 0.59 kw to 18.4 kw, studio from Silver Spring to Washington, D. C.

March 7 Decisions . . .

BY COMMISSION EN BANC

Special Authority

WRFL (FM) Winchester, Va.—Granted special experimental authority to operate WRFL by remote control from studios without licensed operator in attendance at trans.; for period ending Sept. 7.

Modification of CP

WRSA Warsaw, Ind.—Granted mod. CP to change DA-D; engineering cond.

March 7 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following stations: WCRA Effingham, Ill.; KJAN Atlantic, Iowa; KCHI Chillicothe, Mo.; KGBC Galveston, Tex.; KGRI Henderson, Tex.; KFVD Los Angeles; WIVY Jacksonville, Fla.; KHMO Hannibal, Mo.; WRJM Newport, R. I.; WKRT-FM Cortland, N. Y.

AM—590 kc

KCSJ Pueblo, Col.—CP change from DA-N to DA-DN.

SSA—1230 kc

KTW Seattle, Wash.—SSA operate additional hours 7:30-8:30 p.m. DST Thurs. from last Sun. in April to first Sun. in Sept.

License for CP

KBIS Bakersfield, Calif.—License to cover CP new AM station.

WBRC-TV Birmingham, Ala.—License to cover CP new TV station.

WAVE-TV Louisville, Ky.—Same.

Modification of CP

Following stations request extension of completion dates: KHAD Delano, Calif.; WHO-FM Des Moines; KFUO-FM Clayton, Mo.; WWOL-FM Buffalo, N. Y.; KIBA-FM Madison, Wis.

TENDERED FOR FILING

AM—1420 kc

WWHG Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

APPLICATION DISMISSED

WDLP Panama City, Fla.—DISMISSED application for CP change trans. and studio sites, mount FM ant. on AM tower.

APPLICATIONS RETURNED

KPQ Wenatchee, Wash.—RETURNED application for license to cover CP increase power etc.

KSDO San Diego, Calif.—RETURNED application for license renewal.

WKRS Waukegan, Ill.—Same.

WZIP Covington, Ky.—Same.

KSTV Stephenville, Tex.—Same.

WMCR (FM) Kalamazoo, Mich.—RETURNED application for license to cover CP new educational station.

Birney Imes Jr., Kosciusko, Miss.—

(Continued on page 88)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

If you think sales, breath sales, sell sales, then you are the man for us. Write Texas ABC station. Box 44I, BROADCASTING.

Wanted — Manager auxiliary studio. Good announcer-salesman with previous experience as manager auxiliary studio to assume full charge town 12,000. Unusual opportunity. Box 49J. BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Salesman for 5 kw independent station in one of the most beautiful cities in the east. Major market—unlimited opportunity. Pleasant working conditions, congenial staff. Salary and commission. Family man preferred. Write Box 7I, BROADCASTING.

Experienced salesman-copywriter. Guarantee $75.00 minimum right man. Old established ABC affiliate single station market. Midwest. Box 34I, BROADCASTING.

Not satisfied with $100 a week? Potential sales manager? Good. There's a future here in New England for a real producer. Good salary and liberal bonus. Box 38I, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Announcers

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Experienced announcer - copy writer. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Salary open, dependent upon qualifications. Box 830H, BROADCASTING.

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Minnesota station needs announcer with first class ticket. Car necessary. Good salary for good man. Send reply to Box 960H, BROADCASTING.

Announcer needed April 1st for AM-TV station in midwest city of 125,000. Must have at least two years commercial experience. Send letter with references and disc to Box 31H, BROADCASTING.

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Salary open, dependent upon qualifications. Box 831H, BROADCASTING.

Network station in one of nation's most attractive northern resort sections desires combination announcer-engineer. Emphasis on good straight announcing. Good pay. Box 18J, BROADCASTING.

Progressive southwestern kilowatt has immediate opening for combination man, emphasis on announcing. Good salary, and opportunity for right man. Send audition, qualifications and snapshot to Box 23J, BROADCASTING.

Help Wanted (Cont'd)

Announcer with first class license for small market network station deep south. Character and announcing ability more important than experience. Box 27J, BROADCASTING.

Announcer with ticket. One year announcing experience. $225 month, raise in six months. J. B. McNutt, KBUD, Athens, Texas.

Rush disc, photo and particulars to KVOC, Casper, Wyoming, if you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Must have first class ticket.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Staff announcer with play-by-play experience. 1000 watt daytime Liberty, newspaper affiliate. T. V. A. locality, 30,000 population. None considered without audition disc, photo, present employer reference. Berney Burleson, WETB, Johnson City, Tennessee.

Disc jockey. Must be good and different. Contact Don Lilly, Program Director, WHHM, Memphis, Tenn.

Staff opening in the immediate future. We will be glad to talk to any announcer with first class ticket who wants excellent working conditions in new studio building with heavy starting wage, and opportunity for program directorship. Call collect, Bevo Middleton or Kermit Edney, WHKP, Hendersonville, N. C. Phone 9061.

Wanted: First class announcer, or combination announcer - engineer. Radio Station WKEU, Griffin, Ga.

Wanted—Combination announcer-engineer by 1000 watt NBC affiliate. Send details of experience, business and character references. Must be experienced in announcing and hold first class license. Southern man preferred. WLAK, Lakeland, Florida.

Immediately — Combination man for network station. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

We're looking for an announcer who knows control room operation and can do a good MC job on disc shows. If you have made a name for yourself as a DJ at a good local station, here's an opportunity to move on up. Send complete details and audition disc to Merrit Milligan, Program Director, WTAD, Quincy, Illinois.

New kilowatt daytime metropolitan independent needs morning man with proven record. Also needs news man with deejay experience. Send tape or platter, salary expected and full details. WVKO, Columbus, Ohio.

Announcer with ticket for south Georgia station, pays $57.50 for 40 hours to start expanded operations. Contact Manager, WVOP, Vidalia, telephone 327.

Technical

Need transmitter operator, first phone. $50 per week. Box 999H, BROADCASTING.

Immediate opening chief engineer who can announce. State salary, experience, first letter. Box 6I, BROADCASTING.

Immediate opening for small station engineer, well experienced, sober and reliable on midwest 50,000 watter. Write or wire qualifications. Box 13J, BROADCASTING.

Help Wanted (Cont'd)

Engineer — Experienced in equipment maintenance and directional arrays for 5 kw midwest station. We need a man of ability and a desire to do a good job. Salary, insurance, vacations and hours are good, but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 17I, BROADCASTING.

Engineer-announcer needed at once. New 1 kw daytimer, southeast, near metropolitan market. Experience preferred but not essential. Box 55I, BROADCASTING.

Chief engineer for new radio station in metropolitan area. Must have had previous experience as chief engineer small town. Fulltime operation. A fine opportunity for advancement. Box 50J, BROADCASTING.

Operator for Texas station. Give full details. Box 54J, BROADCASTING.

Immediate opening for first class engineer in network affiliate. Experience not necessary. Quarters furnished for single man. KBKI, Alice, Texas.

Wanted: Chief engineer with technical knowhow. 250 watt Mutual affiliate, Western Electric equipment. $65.00 forty hour week. Little announcing. Contact Paul Singer, KDWT, Stamford, Texas.

Immediate opening: Engineer for Mutual affiliate in Kearney, Nebraska. Excellent working conditions. Write, wire or phone KGFW, Kearney, Nebraska.

Wanted: Engineer. Experience not necessary. Send details immediately. Stu Sanders, KWBG, Boone, Iowa.

Combination engineer-announcer for 1000 watt ABC outlet in city of fifty thousand, new equipment, modern studios. Start sixty dollars with increases seventy dollars. Send disc to H. T. Duke, Radio Station WALB, Albany, Georgia.

Wanted: First class engineer-announcer. Fulltime Mutual located beautiful Virginia mountain area. Experience not necessary. Starting salary $215. per month. Rush disc and photo to WCFV, Clifton Forge, Va.

Immediate opening transmitter engineer. $50 for forty hours. Write or wire Chief Engineer, WCOJ, Coatesville, Pa.

Chief engineer for dual net station. Excellent working conditions. Details first letter. WDYK, Cumberland, Maryland.

Immediate position for engineer with good voice to develop as combo man. No experience necessary. Start at $50 with steady increases. Only limit on salary is your ability to learn. Ideal conditions to grow with Michigan's pioneer FM station. Send disc of voice and information to Robert Epstein, WFRS, Murray Building, Grand Rapids, Michigan. Car necessary.

Engineer first class license from south. Experience not absolutely essential. Best working conditions. Car necessary. AM-FM. Draft exempt. Write, phone, wire Yancey Cecil, WHPE, High Point, N. C.

Transmitter man. First class license. No announcing. Daytime shift. Experience isn't necessary. Veteran preferred. Immediate need. WIRJ, Humboldt, Tennessee.

Southern Ohio 250 watt daytime wants engineer with first or second class phone ticket. Good opportunity for man to get experience if he is willing to work. WJEH, Gallipolis, Ohio.

Help Wanted (Cont'd)

Transmitter engineer. 1 kw ABC. Gi... draft status, age, references. Hara... White, WKTY, La Crosse, Wisconsin.

First class operator for WQUA, Moli... Illinois, CBS for the quad-cities. In... clude all information in first lette... Write to Larry Lynch, Chief Engineer.

Engineer-announcer. With license. Ex... cellent salary, good future in prosper... ous small operation. Will train. Contac... Hal King, WPKE, Pikeville, Kentucky.

Production-Programming, others

Continuity writer, 1000 watt network... station in Michigan offers excellent op... portunity and good salary for experi... enced writer. Rush sample copy, quali... fications, photo and salary expected t... Box 755H, BROADCASTING.

Girl capable of taking charge of con... tinuity department. Some air work... Pennsylvania 250 watter. Give full... details first reply including disc, photo... graph, experience and salary require... ments. Salary open, dependent upo... qualifications. Box 832H, BROAD... CASTING.

Continuity writer wanted for AM-T... station in midwest city of 125,000. Mus... have experience. Send letter with cop... samples and references to Box 30... BROADCASTING.

Woman reporter-writer wanted for A... TV station in midwest city of 125,00... Must be experienced. Send disc an... copy samples to Box 32I, BROAD... CASTING.

Continuity director. Preferably femal... Disc, photo, samples of copy. Box 69... BROADCASTING.

Wanted: Experienced woman in traff... and continuity for 250 watt Mutual af... filiate, located in southwest Texas mar... ket. $50.00 for 48 hour week, raise i... three months. Qualifications and phot... first letter. Box 24J, BROADCASTING.

Wanted: Experienced bookkeeper, col... lege graduate, with best business an... character references, regional west... coast independent station. Excellen... working conditions, top salary fo... qualified person. Send full informatio... first letter. Write Box 31J, BROAD... CASTING.

Wanted: Copywriter or copywriter-an... nouncer, progressive network station... Midwest. Working, living condition... tops. Salary right. Rush details Bo... 34J, BROADCASTING.

Continuity writer, must be experi... enced, imaginative, sales and progra... minded, willing to work for advance i... aggressive organization. Start $50.00 4... hour week. Apply immediately WORZ... Orlando, Florida.

Wanted at once: Continuity writer, ca... Mr. Shepherd or Mr. Graham at 82... WWGS, Tifton, Ga.

Situations Wanted

Managerial

Can you top this? Took fourth statio... in 100,000 market within 18 month... made it first in listenership, local an... national sales. Increased gross seve... times. Halved expenses. Young, aggre... sive, college graduate, veteran an... draft exempt. Presently employed. De... sire tough market with real opportu... nity. Box 760H, BROADCASTING.

Manager-chief engineer—experience 7... years radio. Married, 43, children... South only. Box 862H, BROADCAST... ING.

Manager: Fully experienced, matur... sober, honest. Assume complete re... sponsibility. Box 872H, BROADCAST... ING.

Manager-salesmanager, 43, married... family. 18 years background radio... newspaper, department store adverti... ing. College graduate, personable... mature judgment, seasoned cam... paigner. Now employed sales manag... network station, desires challenging... connection single station market und... 30,000. Host workable ideas, abu... dance initiative, experience pioneerin... three stations. Good record, go any... where, salary commission basis. Avai... able reasonable notice. Box 2... BROADCASTING.

Commercial manager desires chang... $75.00 weekly minimum start. South... east only. Box 86I, BROADCASTING.

Situations Wanted (Cont'd)

anager-sales manager, now employed. rong on sales and promotion. Can ow a profit for station now in the red. n bring additional sales help. Prefer outh or southwest. Box 90I, BROADASTING.

etwork executive offers highest calier station management ability. Expeence: Radio station sales manager; etwork promotion manager; sales deelopment head, leading national repesentative. Consultant to management f 50,000 watt stations. Also impressive levision record. Box 9J, BROADASTING.

ajor market experience, staff, sports, anagerial. Permanent. Married vet. vailable. Box 12J, BROADCASTING.

niversity degree in radio; extensive ractical experience all phases radio. ant management opportunity small arket station, midwest or southwest. ox 17J, BROADCASTING.

anager, present employer references. uccessful small market background ith excellent sales record. Expericed all phases. Available April 1st. on reservist, draft exempt veteran. omplete history and references on reest. Box 26J, BROADCASTING.

anager, 12 years experience, mature, ber, successful sales background. sume full responsibility. Desire midest or eastern location. Salary plus rcentage. Box 47J, BROADCASTING.

Salesman

alesman-newscaster. Now in Misouri. Personal interview desired. $100 inimum. Box 40I, BROADCASTING.

alesman, 25, married, draft exempt, ree years radio experience. Prefer idwest. Box 2J, BROADCASTING.

alesman-announcer, experienced salesan. Recent Radio City trainee graduate. Knowledge all phases radio. Aggressive, willing. Seeks opportunity with a future. Veteran, 32. Box 5J, ROADCASTING.

ed services of capable, reliable, nowhow salesman? 30. College grad. raft exempt. Announcing-programng talent. Available anywhere. Box 7, BROADCASTING.

alesman-announcer, heavy on sportsasting. Draft exempt. Some experice. Also write continuity, operate ontrol board. Box 55J, BROADCASTG.

Announcers

aseball man. Available now or spring. xperienced all sports-staff. Box 227H, ROADCASTING.

aseball broadcaster, major league; af; veteran; married; college grad; xperienced. Box 458H, BROADCASTG.

orts announcer, three years experice, married, draft exempt. Play-by-y baseball, football, basketball, -rated sports review, news, commerals, DJ, board operation, all-round an. Want year-round play-by-play sportsminded community. Moderate ary plus talent. Currently employed, ailable two weeks notice. Consider l offers. Box 526H, BROADCASTING.

aseball play-by-play man experienced live and recreated broadcasts availle for this season. Air check availble. Excellent references. Box 564H, ROADCASTING.

orts wanted year-round. Experied AA baseball, midwest basketl, football and all staff. National ey, sponsor recommendations. eteran, 3 children, college. Draft empt. Box 955H, BROADCASTING.

ortscaster, 5 years experience. Draft empt. Employed 5 kw in 250,000 , station dropping baseball. All orts. Air check tapes. $90 week plus ent. Box 20I, BROADCASTING.

nouncer-newsman. Friendly, maer, draft proof man with voice of ality and mike mannerism that is ainingly persuasive wants long haul with southeastern station. Disc upon request. Box 33I, BROADASTING.

Situations Wanted (Cont'd)

Sports director of progressive station desires to move to larger market where abilities can be better exploited. Looking for permanent position. Play-by-play all major and minor sports. Major league references. Draft exempt. Box 70I, BROADCASTING.

Florida stations: Key DJ, announcer-producer in major eastern market looking for change of climate. Box 87I, BROADCASTING.

Announcer. Limited exeperience but thoroughly trained. Excellent references to substantiate capabilities. Not worried about long hours. Disc on request. Box 88I, BROADCASTING.

Experienced announcer with first phone seeking employment western New York, northwestern Pennsylvania area. Versatile staff man, news, commercial, jockey network affiliate experience. Presently employed kilowatt independent but desire return near Buffalo, New York. Vet. Minimum $65.00. Disc, references, photo on request. Box 89I, BROADCASTING.

California or southwest. Young talented DJ returning to radio after short singing career. 2½ years experience on mike. Draft deferred. Box 91I, BROADCASTING.

Announcer. Strong on commercials, good on disc shows, news, will travel. Age 23, single. Box 3J, BROADCASTING.

Baseball play-by-play man. Experienced live or recreation, all sports plus staff. Married, draft exempt. Best references. Prefer southwest. Box 4J, BROADCASTING.

Sportscaster, all sports, plus disc jockey. Board experience. Will travel anywhere. Age 27, single. Veteran. Draft status. 5A. Graduate leading N. Y. radio television announcing school. Box 6J, BROADCASTING.

Announcer-engineer wishes to relocate. Presently employed at 250 watt independent. One year experience, strong on announcing. 1st class ticket. Veteran, married. Box 7J, BROADCASTING.

Morning man, 8 years success large city. Witty, dependable. Ticket, combination, married, exempt, employed. $100. Box 10J, BROADCASTING.

Topflight play-by-play announcer. All major sports. Available for coming baseball season. Will accept staff work with play-by-play, anywhere in country. Married, veteran, draft exempt. Box 11J, BROADCASTING.

Experienced announcer-engineer or either. 1st phone, console operation, knowledge classical music. 100-mile radius N. Y. C. Box 14J, BROADCASTING.

Experienced announcer, good newscaster, disc jockey, board operator, veteran, draft exempt. East only. Box 21J, BROADCASTING.

Morning man, disc jockey, newscaster. Three years experience staff announcing, console operation, sportscasting. 29 years old. Draft exempt. Send for further details, disc and photo. Box 22J, BROADCASTING.

Announcer, experienced, news, DJ, console, draft exempt, married, employed, will travel, disc, details. Box 25J, BROADCASTING.

All night disc jockey available. Eight years experience. Proof of successful shows. Announcer for network shows. Married and children. Box 28J, BROADCASTING.

Announcer, 3 years experience, employed, desires coastal city station with congenial atmosphere. Draft exempt. Disc and excellent references available. Box 29J, BROADCASTING.

Baseball sports broadcaster, busy in banquet league, national newspaper recognition, best of references. Married, veteran, college education, civic leader, desires bigger market, expanding AM or TV station and higher classification baseball league. Further details upon request. Box 30J, BROADCASTING.

Here's the pitch. Sports coverage that will sell. 11 years background on play-by-play and studio analysis of all sports. Will set up highly salable sports package with accent on local coverage for progressive outlet in large market, AM-TV or both. Vet, married, 3 outfielders, a dugout full of recommendations with pictorial brochure and E.T. $100 week plus talent. Box 35J, BROADCASTING.

Situations Wanted (Cont'd)

Inexpensive! My complete knowledge and slight experience in radio. Announcing, console operator. Salesman. Married veteran. Consider all offers. References. Box 37J, BROADCASTING.

High cost of hiring? Young veteran, some experience announcing, control board, seeks opportunity. Fully familiar all phases radio. Available reasonable salary. Box 38J, BROADCASTING.

Announcer, professional quality. Strong on commercials, news, DJ. Write copy, operate board. Limited experience. N.Y. indie. Married, 28, vet, draft exempt. Box 39J, BROADCASTING.

Announcer, good voice. Can write copy. Limited experience. B.S. Degree in speech, 26, vet, draft exempt. Control board. Box 40J, BROADCASTING.

Two announcers, salesmen, control board operator arriving Texas April 1st. Some experience. Request personal auditions. Discs on request. Box 41J, BROADCASTING.

Staff announcer, 24, two college degrees, extensive training all phases announcing and newscasting at Radio City. Pleasing voice, fine DJ, exempt. Will travel. Disc available. Box 42J, BROADCASTING.

AA baseball broadcaster completely experienced live, recreation, regional network broadcasts. Also broadcaster for one of country's major colleges in football. Currently employed, but station will not carry '51 baseball. Desire AA or AAA affiliation. Draft free. Top references. Personal interview. Box 44J, BROADCASTING.

Staff and sportsman, first class license. 3 years experience, married, veteran, 24. Midwest, upper midwest preferred. Box 48J, BROADCASTING.

Draft exempt college student, two years non-commercial experience, good announcer and DJ man, desires full-time position east of Mississippi. $35-$50 week. Box 53J, BROADCASTING.

Native southerner: Announcer and control board operator, also continuity. Some experience. Draft exempt. Box 56J, BROADCASTING.

Announcer (colored). Very personable voice. Practical knowledge of radio and control board operation. Some experience. Vet, draft exempt. Box 57J, BROADCASTING.

Negro announcer, 29. Graduate, copywriter, experienced, very fine clear voice. Proven results. Montana born, college educated, musician, DJ, operate board. News, special events, ad lib, restricted license, excellent references. Married. 2617 7th Avenue South, Billings, Montana.

Announcer, 32, single. Experienced. Deep, resonant voice. Can handle board. Will travel. John Gary, 2111 S. Central Park, Chicago 23, Illinois, Rockwell 2-1950.

What are you looking for in a sports announcer? A man who directed and broadcast all sports for No. 1 sports station in state? Whose every sports broadcast was sold? That's me. Ready to deliver experienced broadcast of professional baseball for right station. Hathorn, 42-27 81st Street, Elmhurst, N. Y.

Situations Wanted (Cont'd)

Sports announcer, 26. Veteran, four years experience class A baseball, live, recreated, football, basketball. Excellent staff man. Minimum $60. Available two weeks. Johnny Special, 1285 S. Barrington Ave., West Los Angeles 25, Calif.

Announcer, Pathfinder graduate, good on news and commercials, draft exempt, anywhere except southeast. Thieme, 1222-A Oak Street, Kansas City, Missouri.

Sports-staff announcer looking for play-by-play baseball. Am presently employed in Logan, W. Va. where there is no baseball during season. Contact Mike Wynn, Box 696, Logan, W. Va.

Technical

Engineer, seven years experience at 250 watt network station. Last 4 years as chief. 30 years of age, married, one child, sober, references. Good technical background, draft exempt, have car, available on two weeks notice. Want position with progressive station. Now employed with Tennessee station. Make offer. Box 8J, BROADCASTING.

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Will build your new station completely. Tower construction, licensed engineer, 4 years above average announcing. Presently employed. Best references. Prompt answer to all offers. Southeast preferred. Box 19J, BROADCASTING.

Transmitter engineer, three years experience transmitter, recording, remotes. State details, salary, working conditions. Travel, best offer. Draft exempt, car. Bill Donelson, 1421 Sycamore St., Kingsport, Tenn.

Production-Programming, others

Seventeen years in radio. Now employed. Program and production work. Air work requested. Personal interview my expense. Box 995H, BROADCASTING.

Program director now employed desires same work in small town. Interested in sales also. Box 996H, BROADCASTING.

Publicity sales promotion director available immediately for radio or TV. Unfulfilled financial promises cause of present freedom. Radio, TV, publicity, newspaper experience. College degree, TV training, veteran, draft exempt. Qualifications, recommendations furnished. Box 27I, BROADCASTING.

Two man news sports team can add punch to local programming. Combined 18 years experience in management, production, publicity, promotion. Draft exempt. Box 28I, BROADCASTING.

Newsman and continuity writer. Two years experience with college-owned station. Some commercial experience Thoroughly trained in sports and special events, news gathering, and rewrite. B. A. Degree. Single veteran, draft exempt. Prefer west coast or Rocky Mountains. Box 60I, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play, metropolitan area. University graduate. Box 71I, BROADCASTING.

Need woman's touch? Seven years writing, announcing, programming. Want change to challenging spot in progressive station. Box 85I, BROADCASTING.

We'll buy your radio station all or part. Now operating a successful radio station in a major market, we are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don't commit yourself to a price until we contact you. You'll hear from us if you answer this invitation to sell.

BOX 947H, BROADCASTING

Situations Wanted (Cont'd)

Girl Friday, young alert, proficient, experience in proofreading, continuity and music library. College graduate. Box 36J, BROADCASTING.

6 years experience for sale: Network announcer, time salesman, program director, production team and free lance packaging. If offer good, will travel anywhere. Draft status: Exempt. World War II veteran. Age 28. Single. Box 43J, BROADCASTING.

Need a dynamo in your news room? Working news editor thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 45J, BROADCASTING.

Got the sales-curve blues? Try the most saleable, entertaining record show you've ever heard. West coast disc jockey wants change of scene. Background of fourteen years in radio. Require $8,000 on yearly contract for two or three hour show. Available April. For the saleable facts, write Box 51J, BROADCASTING.

Television

Salesman

University grad. Now in radio, successful, but think TV, watch TV, dream TV. Doctor says "change to TV sales." Can you fulfill prescription? P. S. Can sell like L! East. Box 20J, BROADCASTING • *TELECASTING*.

For Sale

Equipment, etc.

General Electric FM 3 kw transmitter. General Electric monitor. Box 74I, BROADCASTING.

Western Electric 9A playback head. Brand new. In original case. Price $40.00. Box 33J, BROADCASTING.

For sale, in whole or in part, 50 kw transmitter 40-50 mc, excluding final amplifier power supply; 4 GL 880 tubes, complete water cooling system. General Radio 775 frequency monitor. WEFM, 135 S. LaSalle St., Chicago.

For sale: Approximately five hundred feet brand new 70 ohme coax seven-eighth inch copper conduit. 20 foot lengths. Best offer cash. F.O.B. Radio Station WHKP, Hendersonville, N. C.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. S. Long, Radio Station WHKY, Hickory, N. C.

TV A-1 condition, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

For Sale (Cont'd)

Auto-dryaire, model 46 coaxial line pressurizer—$100.00. 100 feet 7/8" rigid coaxial line with connectors $50.00. Jordan College of Music, 1204 North Delaware Street, Indianapolis 2, Ind.

Wanted to Buy

Stations

Low priced single market station in south, suitable for combination operation. Will appreciate full details. Box 37I, Broadcasting.

Equipment, etc.

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 943H, BROADCASTING.

Wanted: Complete used studio and transmitter equipment for 250 watt installation. Cy Bahakel, WABG, Greenwood, Miss.

Help Wanted

Managerial

STATION MANAGER WANTED
— also disc jockey —
Expect to need station manager April first. Single station city population 35,000. Tough selling job involved, radio sales experience required. Also want disc jockey who sells on air and on street. Send complete details, or call Poughkeepsie (NY) 8707.
H. W. DUTCH CASSILL
P. O. Box 305, Poughkeepsie, N. Y.

Announcers

Network station in city over a million needs

topflight newscaster, commentator.

Must be experienced in gathering and preparing own material and have had good commercial history. Splendid opportunity for right man. Substantial base salary, plus high talent. Only qualified applicants will be considered. Send all information plus transcription to

Box 15J, BROADCASTING

Help Wanted (Cont'd)

Production-Programming, others

Net affiliate in major market needs

competent director of women's programs.

Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women's activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send all information, photo, plus disc or tape to

Box 16J,
BROADCASTING

Situations Wanted

NOW AVAILABLE

for RADIO
and/or TV

I'm looking for the right radio or television station in a good market area, preferably metropolitan, to settle permanently as announcer-deejay-emcee. Jobs here offer no future. I do quality work and want a quality station. Please don't get the impression that I'm a typical "know-it-all" or "prima donna"—because really—I'm not—just honest and ambitious. Five years experience in two Midwest stations—I'm not the "rovin' kind"! Worked all phases except sales. Production and record library work (hundreds of trade contacts). Air specialties—pop music and show tune deejay (I don't collect and play rare, old jazz sides), morning clock, authoritative news, quiz-talent emcee, toastmaster, fresh, smooth ad-lib and new ideas. Friendly, good natured, homey, sincere air personality. Considerable stage emcee experience—ready for television. Married, 29 years old, no drink, veteran, no reserve. Have non-radio job now, so can afford to wait for the right position. Please don't reply unless you honestly believe yours is a worthwhile offer. Will consider either radio or television. We both know that "rehearsed" audition discs aren't a true criterion of a performer's abilities. That's why I'll travel anywhere by car to audition for interested stations—no obligation. Pictures, full details available. No opening now? Save my name and address for future vacancies. Phone, write, wire NOW.

TOMMY EDWARDS
1708 West Walnut St.
Milwaukee, Wisconsin
Call DIvision 4-6264 *any day till 3 P.M.*

Free to all radio people! Send name and address for membership card in WONDERFUL CLUB OF AMERICA!

For Sale

Stations

FOR SALE

1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.

Principals only.

$100,000

Box 32J, BROADCASTING

Equipment, etc.

Immediate delivery. Ampex tape recorders, model 400 five available. Used less than ten hours each, price $800. F.O.B. New York.

Box 46J, BROADCASTING.

ELECTRIC GENERATING — Not Surplus

International diesel 100 h.p., 50 kw. Electric Machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 FOB our transmitter.

KGLO, Mason City, Iowa

For sale: 1 GE 250 watt FM transmitter, 1 GE FM frequency and modulation monitor, 1 Collins 250 watt AM transmitter, 1 Collins 21Y antenna matching unit, 1 Lehigh 189 ft. self supporting tower insulated, 340 ft. 7/8 hard drawn coax, 340 ft. 3/4 soft drawn coax, 72 ohm, 340 ft. 2-12 lead covered cable, 340 ft. 2-8 Parkway cable, 1 GR crystal for GR 475C-681B, 1339 kc in GR holder. *Contact Theodore Kalin, Chief Engineer, Radio Station WEIM, Fitchburg, Mass.*

(Continued on next page)

DOES *YOUR* RADIO STATION NEED A DOCTOR?

Are your gross sales anywhere near those of outstanding stations of your category in comparable markets?

Is your overall-expense percentage flirting with Radio's too-high, yet ever-increasing, national average?

Do unimpressive listener-ratings enable the competition to hijack thousands of dollars of revenue *you* might have had?

If you plausibly can expect more from your operation, why don't you do something about remedying the situation?

Candidly, this advertisement bears upon the availability of a currently-unhappy, directing executive with 18 years of widely-varied, successful experience in management, sales, programming and promotion at networks, 100-50,000 watt chain-affiliated and independent stations in metropolitan markets.

Rather than proclaim here the extent of accomplishments, soberness and income, it is suggested that a meeting be arranged in New York, Chicago or Washington . . . to *prove* to you how greater net profits and a more efficient station-property can be managed with the right prescription.

Prudence advises the anonymity of Box 1J, BROADCASTING.

Southern California Radio Station

$75,000.00

This kilowatt independent station went on the air about three years ago. During the first year did an excellent volume of business . . . in excess of $130,000.00. The management problem has always been prevalent with no ownership presently directing the property. Plant and equipment was new throughout—RCA all the way. Fixed assets cost $110,000.00. Now for sale at $75,000.00 free and clear. Station doing slightly less than break-even, but with owner-on-the-job, a sales staff—property is a real value.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Schools

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

226 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

521 S. W. 12th • PORTLAND, OREGON

Wanted to Buy

Equipment etc.

WILL BUY FM TRANSMITTER

NEED 10kw RF IN FM BAND

WANT

10KW TRANSMITTER COMPLETE

3KW TRANSMITTER/DRIVER

10KW AMPLIFIER

ANY MAKE. NEW OR USED. WILL DISMANTLE EXISTING INSTALLATION EAST OF MISSISSIPPI RIVER.

PHONE, WIRE OR WRITE

WALTER WIDLAR

BIRD ELECTRONIC CORP.

1800 E. 38TH STREET

CLEVELAND 14, OHIO

EXpress 1-3535

Wanted to Buy (Cont'd)

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.

J. W. NEFF LABORATORIES, INC.

Mfrs. of Nef-O-Lac Record Compounds

Stockertown, Penna.

NAB Dilemma

(Continued from page 34)

BMI board chairman. The meeting was described as entirely amicable.

Convention plans began to take shape last week as the timing of three meetings—management, engineering and television — was charted at NAB headquarters.

After usual pre-convention events at the Stevens Hotel, Chicago, Sunday, April 15, opening ceremonies will start Monday at 10 a.m. instead of in the afternoon as originally proposed. Mr. Thomas will preside, introducing Judge Miller who will give his annual message. A speaker from the advertising field may be scheduled. If a new president has been elected, he will be introduced at the opening session.

No luncheon meeting has been arranged. In the afternoon a defense mobilization panel will be held, with FCC and NAB staff directors taking part. Topics will include manpower, materials and programming. This panel replaces the annual FCC roundtable held by the engineering section of the convention.

A reception will be held at 5-6 p.m. in Exposition Hall, where heavy equipment will be on display.

The Tuesday agenda includes a two-hour BAB program, starting at 10 a.m. The luncheon program has not been arranged, but it is believed the Tuesday and Wednesday luncheons will include FCC Chairman Coy's annual address to the industry and an outstanding radio entertainer.

Labor-management and sports panels are planned Tuesday afternoon. Richard P. Doherty, employee-employer relations director, will conduct the labor-management panel. Mr. Richards and Oscar Elder, assistant director of public affairs, will be in charge of the sports panel. At least one prominent figure in the sports field likely will take part. Tuesday evening will be featured by the annual Radio Pioneers Dinner.

An FM panel will open the Wednesday program, continuing until lunch. Research and tax panels are planned Wednesday afternoon. Dr. Kenneth H. Baker, NAB research director, will direct discussion along that line. Ralph W. Hardy, NAB government relations director, and Vincent Wasilewski, attorney, will direct the tax-legislation panel.

First membership meeting of the new NARTB will be held Wednesday afternoon, to be followed by the annual banquet.

Thursday will be television day. It will be programmed by the TV section of the association. Details of the agenda have not been decided, but the day will close with a TV business session.

Engineering Conference is scheduled Tuesday and Wednesday but it is expected many of the technical delegates will want to take part in the Monday defense roundtable.

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN WATERTOWN, WISCONSIN

WOAI SALES

AM, TV Now Separated

A SPLITTING of the radio and TV sales operations at WOAI-AM-TV San Antonio was announced last week by Arden X. Pangborn, general manager of Southland Industries, owner-operator of the stations. Effective last Friday, Jerry Lee, former WOAI program and production manager, took over the

Mr. Dickey

Mr. Lee

TV sales operation, succeeding Jack Keasler, AM-TV sales head, who resigned to join Thomas F. Conroy Adv. Inc., San Antonio. A radio sales manager will be announced later

Also effective March 9 was the combining of radio and television programming under a single program manager, Perry Dickey, formerly TV production manager. Ed Hyman, talent and production staff, has been named program and production director for TV.

RADIO'S COST

Denny Cites Advantages

POINTING out advantages of radio over other media, Charles R. Denny, NBC executive vice president, presiding over a two-day district meeting of NBC western affiliates at the Beverly Hills (Calif.) Hotel, last week told affiliates that "no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as network radio.

"Radio's advantages," he continued, "grow even larger in the present period of war mobilization. The medium gives advertisers the only assurance of keeping their channels of communications wide open to the whole population."

The meeting was the first of a series of four being held during the next two weeks in key U. S. cities to demonstrate the network's new radio sales presentation [BROADCASTING • TELECASTING, Feb. 19]. Approximately 60 representatives from the network's western affiliates attended. Accompanying Mr. Denny from New York were Carleton D. Smith, vice president in charge of station relations; Norman E. Cash, director of radio station relations.

Next district meeting is scheduled for Houston, March 13.

New Agency Formed

FORMATION of William Spitz & Co., advertising agency, at 114 S. Warren St., Syracuse, N. Y., has been announced by William Spitz, active in agency work since 1934. The new agency will initially provide complete national and regional advertising service for 14 firms in the upstate area, for radio, television, newspapers, and other media. Eleanor Bellinger is production manager.

Miles Labs Renews

MILES LABS, Elkhart, Ind., for Alka-Seltzer and vitamins, renews *One Man's Family* on the full NBC radio network for 52 weeks through Wade Adv., Chicago. The program is aired five times weekly, 6:45-7 p.m. CST, with a West Coast repeat.

SHELL EXCLUSIVE!

Shell Oil placed "Shell's Dinner Edition of the News" on KJR—their *only* radio in Western Washington.

KJR SEATTLE 5000 WATTS AT 950 kc.

A Marshall Field Station

-THE *VALUE*-FULL STATION

ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

New York • Chicago • Los Angeles • San Francisco • Atlanta

Docket Actions . . .

INITIAL DECISION

El Dia Bcstg. Co., Avalon; Angeles Bcstg. Co., Temple City, and Newport Harbor Bcstg. Co., Newport Beach, Calif.—Initial decision issued by Hearing Examiner Jack P. Blume to grant application of El Dia Bcstg. Co. for new AM station on 740 kc with 10 kw day and to deny bids of Angeles Bcstg. Co. for 250 w day on 760 kc and Newport Harbor Bcstg. Co. for 1 kw day on 740 kc, directional. See story this issue. Decision March 6.

Non-Docket Actions . . .

AM GRANTS

Lancaster, S. C.—Royal Bcstg. Co. Granted 1 kw daytime on 1360 kc. Grantee is owned by Arthur Wilson Davis, local laundry and dry cleaning businesses. Granted March 7.

Cheyenne, Wyo.—Great West Co. Granted 1 kw daytime on 1370 kc. Principals: William T. Kemp, 50% owner KVER Albuquerque, president and 49% owner; W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., vice president 49%; Arthur Kline, attorney, secretary-treasurer 2%. Granted March 7.

Northport, Ala.—West Alabama Bcstg. Co. Granted 1 kw daytime on 1280 kc. Equal owners: W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr., all owners WXAL Demopolis and WPBB Jackson, Ala. Granted March 7.

Sturgeon Bay, Wis.—Door County Bcstg. Co. Granted 500 w daytime on 910 kc; conditions. Granted March 7.

(Temporary Authority)

WIOD Miami—Extended temporary authority for 6 mo. from March 5 to operate with power reduced to 2 kw. Granted March 1.

WMGM New York—Extended temporary authority for 90 days from March 8 to operate with reduced power of 5 kw. Granted March 7.

FM GRANTS

Clingman's Peak, Yancey County, N. C.—Mount Mitchell Broadcasters Inc. Granted new FM station on Channel 295 (106.9 mc, Class B) with ERP 300 kw and antenna height above average terrain 3,300 ft. Allocation plan is modified to switch Channel 295 from Hickory, N. C., to Yancey County. See story this issue. Granted March 7.

West Plains, Mo.—Robert F. Neathery. Granted Channel 247 (97.3 mc, Class B), ERP 1.15 kw, antenna 130 ft. Estimated cost $4,700. Grantee is owner KWPM West Plains. Granted March 7.

TRANSFER GRANT

WHOB Gardner, Mass.—Granted transfer of control of Gardner Bcstg. Co., licensee, through sale of 100% interest by D. M. Richman, Rose S. Richman, Owen A. Hoban, M. A. Moore and Rex Reynolds to William F. Rust Jr., H. S. Kilgore, W. J. Barkley and Ralph Gottlieb for $15,000 plus assumption of obligations totaling $13,000. Transferees Rust and Kilgore, who will own 40% and 20% respectively, are part owners WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H., and WTSA Brattleboro, Vt. Mr. Barkley, 28.1%, also is part owner of stations. Mr. Gottlieb, 11.9%, is commercial manager of stations. Granted March 8.

FCC Actions

(Continued from page 83)

Applications Cont.:

RETURNED application for CP new AM station 850 kc 1 kw D.

March 8 Decisions . . .

BY COMMISSION EN BANC

License Extension

WKID-FM Urbana, Ill.—Granted temp. extension of license for 10 days pending receipt of renewal application.

BILL ANSON

"Hollywood BANDSTAND"

A Daily

3 HOUR FEATURE

on

K F W B

Bill Anson's success stories for such sponsors as Surf, Kaiser-Frazer, Cavalier Cigarettes and others are outstanding. His ready made audience makes him a good radio buy.

Some participations available.

Nationally Represented by

William G. Rambeau Co.

KFWB

IN HOLLYWOOD

980 on the dial

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 8

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,223	134		271	124
FM Stations	664	517	167	*1	10	4
TV Stations	107	60	49		388	171

* On the air.

* * *

TRANSFER REQUESTS

WABY Albany, N. Y.—Assignment of license from Adirondack Bcstg. Co. to Eastern New York Bcstg. Corp. for $22,500. Adirondack is owned by The Press Co. Inc., in turn subsidiary of Gannett Co. Inc., Rochester, which controls WDAN Danville, Ill., WHEC Rochester, N. Y., WENY Elmira, N. Y., and WTHT Hartford, Conn., and owns 49% Olean Times-Herald Corp., parent firm of WHLD Olean, N. Y. WABY balance sheet of Dec. 31, 1950, showed deficit of $65,700. Eastern New York Bcstg. principals: Neldon L. Kidd, 12% owner WINR Binghamton and 20% owner WNDR Syracuse, N. Y., director; Hyman E. Mintz, New York State assemblyman, vice president; David A. Kyle, Columbia U. student, president; George Field, RCA recording division, director; Arthur L. Cooper, with WDLA Walton, N. Y., secretary, and Martin A. Karig, vice president-general manager and 25% owner WWSC Glens Falls, N. Y., treasurer. Each holds 18.46% interest except Mr. Karig who holds 7.6% interest. Filed March 7.

WKAX Birmingham, Ala.—Assignment of license from Courier Bcstg. Service Inc. to WLBS Inc., for $35,000. WLBS Inc. principals: E. D. Rivers Sr., licensee WGOV Valdosta, Ga., and chief owner WOBS Jacksonville, Fla., chairman of board and 78.5% interest; Tom Carr, regional director-vice president Liberty Bcstg. System, president 9%; Ralph M. Dennis, WGOV chief engineer, vice president 5%; B. P. J. Timm, part owner WDMG Douglas, Ga., and chief owner Timm Co., proposed purchaser of WGAA Cedartown, Ga., secretary-treasurer 7.5%. Mr. Rivers also has part interest in Timm Co. Filed March 7.

WJEJ-AM-FM Hagerstown, Md. — Transfer of 268 sh. in Hagerstown Bcstg. Co., licensee, from Bertha M. Blessing to Grover C. Crilley for $6,700. Mr. Crilley is president-general manager and 29.71% owner. His daughter, Bernice Crilley Paulgrove, owns 20%. With new stock family holding would total 68.85%. Filed March 7.

KOY Phoenix and KYMA Yuma, Ariz.—Assignment of licenses from Salt River Valley Bcstg. Co. to new firm under same ownership, KOY Bcstg. Co. Reorganization separates radio from other business interests. Filed March 7.

WLBK DeKalb, Ill.—Resubmitted application for relinquishment of control by Theodore A. Lanes through sale of stock to other stockholders [BROADCASTING • TELECASTING, Feb. 5]. Re-filed March 7.

KALT Atlanta, Tex.—Resubmitted application for assignment of license to new partnership adding new partner [BROADCASTING • TELECASTING, Feb. 26]. Re-filed March 7.

KCMJ Palm Springs, Calif.—Resubmitted application for transfer of all stock in Palm Springs Bcstg. Co., licensee, to Joseph E. and Theodore R. Gamble for $61,500 [BROADCASTING • TELECASTING, Feb. 12]. Re-filed March 6.

KSPA Santa Paula, Calif.—Transfer of 700 sh. (33⅓%) from Benjamin C. Brown, who retires from radio, in equal parts to Donald W. Kemp and James C. Kemp, each 16⅔% owner. C. Harvey Haas retains 33⅓% interest. Consideration for stock transfer not given. Filed March 2.

KOAM Pittsburg, Kan.—Transfer of 5 sh. (1%) for $1,500 from Mrs. E. V. Baxter to Lester L. Cox. After transfer Mr. & Mrs. E. V. Cox would jointly own 50% and Lester E. Cox and son, Lester L., would jointly own 50%. Filed March 2.

WHBY Green Bay, Wis.—Assignment of license from WHBY Inc. to Norbertine Fathers. Both assignor and assignee are non-profit organizations under Order of The Premonstratensian Fathers of Roman Catholic Church. Change is for tax and administrative purposes. Filed March 2.

New Applications . . .

AM APPLICATIONS

Kalamazoo, Mich.—W. A. Pomeroy, 1470 kc, directional, 1 kw day; estimated cost $18,290, first year operating cost $51,890, revenue $85,500. Applicant is owner Wellam Adv. Co., Lansing, and 27% owner WILS Lansing. Filed March 6.

Kansas City, Mo.—David M. Segal, 1380 kc, 1 kw daytime; estimated cost $18,500, first year operating cost $42,000, revenue $60,000. Applicant is chief owner KDMS El Dorado, Ark., KTFS Texarkana, Tex., and WGVM Greenville, Miss. Filed March 7.

Menominee, Mich.—Green Bay Bcstg. Co., 250 w fulltime on 1490 kc; estimated cost $12,550, first year operating cost $54,000, revenue $70,000. Applicant is licensee WDUZ Green Bay, Wis. Filed March 1.

Davenport, Iowa—KFMA Bcstg. Co., 1580 kc, 250 w daytime; estimated cost $13,556, first year operating cost $45,983, revenue $55,952. Applicant is 100% owned by A. D. Peirce. Permit for KFMA, held by L. W. Andrews Inc. for same facilities, has been returned to FCC. Comr. George E. Sterling also has issued initial ruling to affirm FCC order to revoke KFMA permit. See story this issue. KFMA Bcstg. Co. application filed March 2.

TV APPLICATIONS

Charleston, S. C.—Southern Bcstg. Co., Channel 7 (174-180 mc), ERP 24 kw visual, 12 kw aural, antenna 354 ft.; estimated cost $162,500, first year operating cost $125,00, revenue unknown. Applicant is licensee WUSN there.

Charleston, S. C.—Atlantic Coast Bcstg. Co., Channel 2 (54-60 mc), ERP 13.4 kw visual, 6.7 kw aural, antenna 381 ft.; estimated cost $197,738, first year operating cost $100,000, revenue $80,000. Applicant is licensee WTMA there. Filed March 6.

Syracuse, N. Y.—Onondaga Radio Bcstg. Co., Channel 10 (192-198 mc), ERP 30.36 kw visual, 15.18 kw aural, antenna 731 ft.; estimated cost $176,000, first year operating cost $145,000, revenue unknown. Application is licensee WFBL there. Filed March 6.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 8, FM 21, TV 0. New deletions, effective dates and reasons:

WMCA-FM New York—WMCA Inc., license, Feb. 28. Facilities assigned WALK (FM) which changed call also to WHOM-FM New York [BROADCASTING • TELECASTING, Feb. 12].

KBIX-FM Muskogee, Okla.—Oklahoma Press Pub. Co., license, Feb. 28. License allowed to expire at request of licensee. No reason given.

OPERATIONS SUSPENDED

WSKB McComb, Miss.—Granted authority to remain silent for 90 days pending financial reorganization. Action March 7.

WMRA Myrtle Beach, S. C.—Same.

KSFH (FM) San Francisco—Granted authority to remain silent for 60 days from Jan. 17 on condition this action is not to be considered as passing on application to reinstate permit. Unless plan for refinancing is filed by end of period, permittee will be expected to turn in permit for cancellation. Action March 8.

Fred Elswit

FUNERAL SERVICES were held in Los Angeles last week for Fred Elswit, 37, William Morris Agency Inc., Beverly Hills theatrical agent, and his wife, Dorothy, 34, who were killed March 2 when the light plane in which they were returning from Las Vegas to their home in Santa Monica crashed into Clark Mt. during a snowstorm. Mr. Elswit first joined the talent agency in New York 15 years ago, going to the Beverly Hills office in 1946. The couple is survived by two sons.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Super FCC?

(Continued from page 23)

communications expert.

The name of E. K. Jett, vice president of the Baltimore *Sunpapers* and director of its TV operations (WMAR), repeatedly has arisen in connection with government allocations. He is a retired naval communications officer and is now devoting part-time to a Pentagon assignment on international allocations on a loan basis. He is regarded as one of the world's foremost allocations experts, with a background of 30 years in communications in the Navy, with the former Radio Commission, and successively as assistant chief engineer, chief engineer, and member of the FCC. He resigned in 1947 to accept the Baltimore position.

FCC Attitude Uncertain

How the FCC majority would stand on the creation of such an agency, which could impinge upon some of its authority, is conjectural. Individual Commissioners are known to guard zealously the sanctity of their authority and it's believed several present members would take a dim view of any agency which would do more than absorb the President's communications-allocations functions now largely vested in IRAC.

But the FCC, almost to a man, probably would oppose a "super FCC" which would take over all allocations functions, leaving to the existing agency only the regulatory and licensing and rule-making functions. In due course this would degrade the FCC into a secondary administrative body—an empty shell.

There has been consistent complaint—from the FCC and from private users—about IRAC operations over the years. The military, which has largely dominated IRAC, has been effective in "pre-empting" large blocks of the spectrum for future use, it has been argued, depriving private applicants of opportunities for public service. It was largely because of this condition that the President named the Temporary Policy Board in February 1950. It has held sessions behind closed doors during the past year, and completed its report last month.

What if the President approves the project and proceeds to name Chairman Coy and Mr. Webster to the new board?

There would be two FCC vacancies to be filled. Comr. Frieda B. Hennock is an avid, though unannounced, candidate for the chairmanship. She probably would have the solid backing of the women's division of the Democratic National Committee headed by India Edwards. And she has rallied considerable support among educators in her crusade for allocation of a fixed percentage of facilities for educational-TV.

It is felt that Chairman Coy would not support Miss Hennock's candidacy. They have not seen eye-to-eye on many policy issues. Vice Chairman Paul A. Walker, now 70, probably would not want the rigors of that office. There are no other Democrats on the FCC.

It isn't beyond the realm of reason that Mr. Coy would be disposed to recommend Comr. Rosel H. Hyde—an Idaho Republican—for the chairmanship. He served as interim chairman two years ago and won acclaim for speeding up the internal processes. There is ample precedent. The chairman of the Securities & Exchange Commission, Harry McDonald of Detroit, is a Republican.

Another name heard for any upcoming Commission vacancy is Neville Miller, Washington attorney, former NAB president and former mayor of Louisville. Vice President Alben W. Barkley, a fellow Kentuckian, most certainly would get behind him.

Robert B. Bartley, executive assistant to House Speaker Sam Rayburn (his uncle), who served as director of the Telegraph Division of the FCC in 1934, also is believed to have potent support for a commissionership.

Benedict P. Cottone, FCC general counsel, presumably would be in line for a promotion. He is highly regarded by Chairman Coy. He most assuredly would be a candidate if more than one vacancy occurs. Both Comrs. George Sterling and Hyde, of the present membership, came up through the ranks from chief engineer and general counsel, respectively.

The President's Communications Policy Board, headed by Irvin Stewart, former FCC Commissioner and now president of U. of West Virginia, was created in February 1950. Other members of the board are: Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, retired vice president of Graybar Electric Co. and wartime director of distribution for the Army Signal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also served on the Condon Committee on color television, and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

The board's assignment covered such matters as policies for the most effective use of radio frequencies by governmental and non-governmental users, and alternate administrative arrangements for sound and execution of such policies, and policies relating to international radio and wire communications.

Gave Report in February

The committee submitted its report last month—about a year after its creation—to President Truman. That the board would be disposed to recommend a permanent agency was indicated by the fact that it met with representatives of the Budget Bureau and also conferred with Chmn. Coy. Mr. Jett likewise had been called in several weeks ago as an expert.

Creation of such a board also might obviate the necessity of a return to the World War II structure. Then, a Defense Communications Board, which became the Board of War Communications, was established by presidential mandate. The five members of this board, however, were the communications heads of the various governmental agencies identified with the defense or war efforts, with the FCC chairman (James Lawrence Fly) sitting as its directing head. FCC itself handled all of the administrative functions.

While the temporary board concerned itself principally with telecommunications problems, shying away from broadcasting and telecasting questions, it was felt that any permanent agency inevitably would deal with broad policy matters affecting allocations for all media. A case in point, for example, would be the quest of educational institutions for a fixed percentage of TV allocations to be reserved for future use.

The Stewart board retained the New York management engineering firm of Ford, Bacon & Davis to make a survey of the economics of the communications industry. To assist in the drafting of its report, it also retained two "writing specialists"—Charles Schwarz, former information director of the National Security Resources Board, and Frederick Fassett, of Carnegie Institute.

Senate Majority Leader Ernest W. McFarland (D-Ariz.) and chairman of the Interstate and Foreign Commerce subcommittee on radio, had urged the temporary board to recommend appointment of an Assistant Secretary of State for Communications. It is believed, however, that the board rejected this recommendation in favor of the three-man permanent commission.

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of February 28 follows:

	AM	FM	TV
Total authorized	2,353	683	109
Total on the air	2,237	665	107
Licensed (All on air)	2,222	517	60
Construction permits	131	165	49
Conditional grants		1*	
Total applications pending	947	197	451
Total applications in hearing	282	8	180
Requests for new stations	273	12	385
New station requests in hearing	124	4	171
Requests to change existing facilities	248	22	26
Deletion of licensed stations in February	2	7	
Deletion of construction permits	1	1	

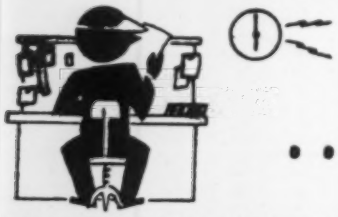
* On the air

Herbert Erpelding

FUNERAL SERVICES were conducted Thursday in Los Angeles for Herbert Erpelding, 43, former Chicago radio actor, who died Monday at his home in Van Nuys, Calif. Mr. Erpelding, whose radio name was Wilms Herbert, has been appearing in character parts on network shows originating in Hollywood.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
$99,796,000 in Automotive Sales*
Automotive advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.
* Sales Management's Figure for Hartford Metropolitan Area.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Lockrae
OH WHAT A FACE
On Records: Phil Harris — Vic. 20-4070; Henry Jerome-Ray Smith—Lon. 977; Brownie & Stick Magee—Lon. 978; Guy Lombardo—Dec. 27487.
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

COMR. WEBSTER CRITICIZES STATION DERELICTIONS

FCC policy of "condoning" mistakes of erring broadcasters who plead "innocence of the law" assailed by Comr. E. M. Webster in dissenting on order announced last Friday. Order removed from hearing docket and granted renewal applications of KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, all Arkansas.

Stations were alleged to have engaged in transfers of negative control; said to have failed to advise Commission promptly of setting up service company which took over "for considerable period" responsibilities of all four licensees; and alleged to have filed "seriously inaccurate reports" with FCC.

Comr. Webster scored "rapidly growing tendency of many broadcasters to practically ignore the Communications Act and the Commission's Rules and Regulations, while at the same time going to great lengths to familiarize themselves with the laws, rules and policies which govern other business enterprises in which they have a monetary interest." Comr. Frieda B. Hennock also dissented and voted for hearing. Chairman Wayne Coy did not participate.

JUDGE MILLER STARTS 'VOICE' INSPECTION TOUR

NAB President Justin Miller flew from New York Friday en route to Mexico and Latin America on inspection tour for State Dept. As member of U. S. Advisory Commission on Information, Judge Miller will inspect facilities and service of Voice of America.

En route to Mexico City Judge Miller stopped at Havana as guest of Goar Mestre, owner of CMQ Havana, taking part in dedication of new TV outlet (see story page 60). He was to leave Havana Sunday by plane for Mexico City to start inspection tour. His itinerary takes him to Sao Paulo, Brazil, where he will be principal speaker at opening session of Inter-American Assn. of Broadcasters March 19.

Gilmore N. Nunn, WLAP Lexington, Ky., NAB District 7 director, will represent United States at IAAB meeting. He is member of IAAB board of directors.

Judge Miller will go to Rio de Janeiro, returning to Washington March 24.

MULTI-MARKET RATINGS STARTED BY PULSE

PULSE on Friday unveiled ratings of top programs on first multi-market Radio Pulse, based on combined network ratings in 14 major markets. New report, furnished gratis to Pulse subscribers, measures radio listening of 10,738,780 families.

Reports will be made bi-monthly, available within month of completion of interviewing. First report, covering January-February 1951, shows Jack Benny as top rated program, with 15.1, Arthur Godfrey as top daytime show with 9.8, *Theatre of Today* as top weekend daytime show, with 6.6. As all 14 cities have TV service, ratings are lower than national ratings including non-TV areas, Pulse pointed out.

TVA, CHICAGO STATIONS REACH AGREEMENT

TELEVISION Authority and Chicago TV stations came to terms after four months dickering as union pickets were ready to carry out membership orders to strike. Contracts are effective as of last Thursday and expire Nov. 30, 1952, although they have not been signed and won't be until 30-day period for settlement of jurisdiction over singers and musicians on TV shows. Both TVA and American Federation of Musicians claim authority. AFM claims that its members appearing on TV need not hold TVA card.

Management of the four Chicago TV stations will "cooperate fully" with leaders of both unions in settling matter during month. Performers' pay agreed upon at 52½% of network commercial rate.

NAB EXHIBITOR LIST MAY SURPASS 1950 SHOW

FIRST response of NAB associate members to notice of light equipment and service exposition to be held on fifth floor of Stevens Hotel, Chicago, during April 15-19 convention indicates show will equal and perhaps surpass 1950, according to Arthur C. Stringer, retained by NAB to manage annual displays. Heavy equipment to be shown in basement Exposition Hall [BROADCASTING • TELECASTING, March 5]. Already signed for fifth floor section are:

Capitol Records Inc. (Broadcast Div.); Collins Radio Co.; Federal Telephone & Radio Corp.; General Precision Lab.; Harry S. Goodman Productions; Keystone Broadcasting System; Lang-Worth Feature Programs; Magnecord Inc.; McIntosh Engineering Lab.; Musicolor Inc.; SESAC Inc.; RCA Engineering Products Dept.; RCA Recorded Program Service; Standard Radio & Transcription Service; Standard Rate & Data Service; Wincharger Corp.; World Broadcasting System; Frederic W. Ziv Co.

RTMA SELENIUM STUDY

SPECIAL committee to study shortage of selenium, used in TV receiver rectifiers, named Friday by Robert C. Sprague, president of Radio-Television Mfrs. Assn. Group will meet Thursday in Washington. Chairman is Darwin C. Brown, RCA Victor Division.

FCC Answers Editorial

(Continued from page 4)

TELECASTING, Feb. 26].

In his letter, Comr. Walker is said to have expressed desire "to set the record straight." He reportedly stated flatly that FCC had "no objection" to testimony (which included submission of "model bill") being made public. Comr. Walker was said to have emphasized that he "personally telephoned" House committee to that effect but he was told by committee staff executive sessions are traditionally closed and therefore committee could not change Congressional policy.

Comr. Walker was understood to have declared everything which transpired at session had been said before by FCC, and Commission would always continue to make its views "freely" known to Senate or to House whenever requested. A point raised by Comr. Walker was that meeting was not held at FCC's request but at express wish of House committee.

Closed Circuit

(Continued from page 4)

investigation into other U. S. agencies.

NAB directors to take bigger role at April convention, with board committees assigned to appear on platform during every session.

FEAR that set manufacturers might be drawn into FCC jurisdiction under NAB proposal to amend Communications Act (radio-TV control bill) will bring opposition from Radio-Television Mfrs. Assn. to Senate Commerce Committee amendment (see story page 29).

SHORT-TERM TV PACT EXPLAINED BY ASCAP

END-OF-THIS-YEAR expiration date of new ASCAP per program TV licenses, which perplexed some recipients, explained by Herman Finkelstein, ASCAP general attorney, as designed to permit early changes, if needed (early story page 55).

"We don't know what the formula will produce," he said. "It may be too high or too low. We should know better by the end of the year." At that time, he said, terms can be re-examined. Meanwhile, neither ASCAP nor telecasters will be tied to long-term contract. Asked about TV network per program licenses, he said none had been asked for but if any TV network wanted one, ASCAP would provide it.

NABET SIT-DOWN STRIKE

SURPRISE sit-down strike of NABET engineers, resulting from dispute with IATSE, stagehands union, as to jurisdiction over electrical switchboard operation in TV studios, forced NBC's WNBT (TV) New York off air from 11:32 to 12:38 p.m. last Thursday and caused 10-second silence on WNBC. NLRB considered dispute last May and resolved it by plan involving alternating control by two unions. But friction developed from plan in operation. NBC's operations in Chicago, WMAQ (AM) and WNBQ (TV) were off air 20 minutes because of trouble in New York.

FTC DIVISIONAL SHIFT

RADIO and Periodical Advertising section will be integrated with Investigation Division of Federal Trade Commission, Chairman James M. Mead has announced. Donald B. Gatling, radio-periodical chief, will be acting director of Division. Mr. Mead also announced creation of Defense Survey Division within FTC to study raw material order enforcement.

May Lift TV Freeze

(Continued from page 4)

number of applicants did not exceed number of channels.

Twenty-day period for exceptions likely would be allowed after new allocation is made public.

It also appeared likely that hundreds of UHF station permits could be granted, though acquisition of equipment might be barrier. Manufacturers might be able to build converters adapting present TV receivers to UHF, later building VHF-UHF models. Much developmental work has been done on transmitters.

UHF allocations would receive higher power than VHF because of band characteristics.

When Commission takes final vote there might be delay in announcing reallocations in case separate or dissenting opinions are to be prepared.

Educational and program policies may cause delay in final action.

Belief expressed necessary materials for transmitter construction will receive favorable government action.

WLW – TELEVISION

LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television — Cincinnati, Dayton and Columbus — are among the highest in the nation —

	Average Sets In Use*
CINCINNATI	13.9%
DAYTON	12.2%
COLUMBUS	11.1%

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience*	
	WLW-TV Station	Leading Competitor
WLW-T, Cincinnati	47.5%	37.4%
WLW-D, Dayton	63.1%	26.2%
WLW-C, Columbus	57.7%	24.3%

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

WLW – TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex, December, 1950, 6:00 a.m. - 6:00 p.m.